

# LIFE



**OUTDOOR COOKING**  
HOW AND WHAT TO GRILL

**SENATOR KENNEDY  
GOES A-COURTING**

20 CENTS

**JULY 20, 1953**

REG. U. S. PAT. OFF.



# Two New Spacemaker Ranges by G.E.

Each offers de luxe full-scale speed cooking at a low price

**24** INCHES  
WIDE →

## For small kitchens, extra space

Automatic, with the most important deluxe features of G-E Full-size Ranges. Four widely spaced surface cooking units—one Extra-Hi-Speed. Automatic Oven Timer. Huge “meal-for-18-to-24” oven with more usable shelf space than most de luxe ranges. Big storage drawer. About \$2.57\* weekly.



**NOW YOU** can now have complete, de luxe General Electric cooking and extra space for other appliances, dining, storage or counters.

Both of these handsome new Spacemakers give you all the important cooking features of G-E De Luxe Ranges.



**Cook with Pushbuttons.** Fingertip touch gives heats from Low to Speed-High. Six buttons for each Calrod® surface cooking unit. Red signal on button shows which unit is on. No turn-and-twist knobs to fuss with.



**Extra-Hi-Speed** Calrod cooking unit for extra-fast cooking starts.

**Huge oven holds meal for 18 to 24 . . . or 4** cake layers on a single shelf. More usable shelf space than with most full-size ranges. Bakes, roasts perfectly. Broils the delicious “charcoal” way. Heavily insulated—for a cooler kitchen.

**No open coils.** First time on any range at these prices. Calrod oven units slide out . . . wash in the sink like pots and pans.



**Automatic Oven Timer—cooks while you're out.** Two simple clock settings. Heat turns on, off automatically. Safe to leave as refrigerator.

**Easy to clean.** No greasy burners. Two full-length slide-out drip pans under surface units. Self-cleaning cooking units. Oven and sparkling porcelain-enamelled outside finish wipe clean with a damp cloth.

**Operation is economical.** Where local rates are 2¢ a kilowatt hour, \$2 should cover monthly power cost for family of 4. See your G-E dealer for details. (He's in classified phone book.) Ask for folder “Do you have a Kitchen Space Problem?” or write General Electric Company, Louisville 2, Ky.

\*See your dealer for exact terms. Prices and specifications subject to change without notice.

**36** INCHES  
WIDE →

## Perfect size for hard-to-fit spaces

If you've been having trouble finding a just-right size to fit an unusual space or replace an old 36-inch stove, choose the new G-E 36-inch Spacemaker. It includes every G-E “Speed Cooking” feature of the range above. Holds 4 cake layers on a single shelf. Has 3 storage drawers for pots, pans and lids. About \$2.85\* weekly.

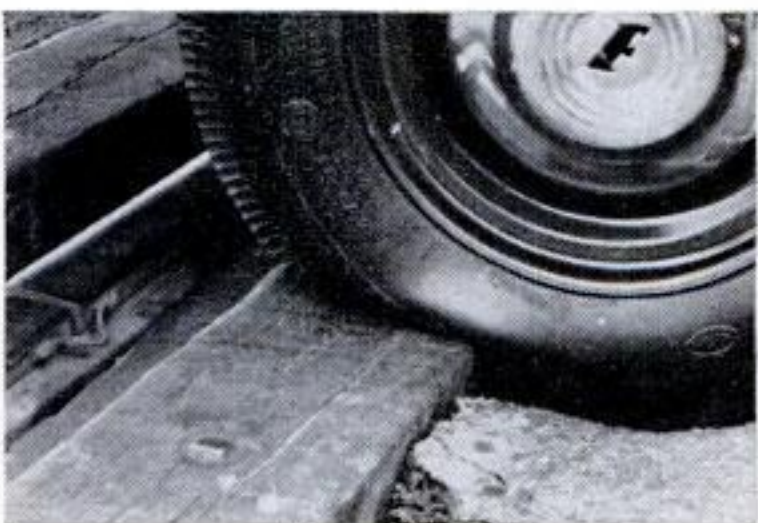


**GENERAL**  **ELECTRIC**

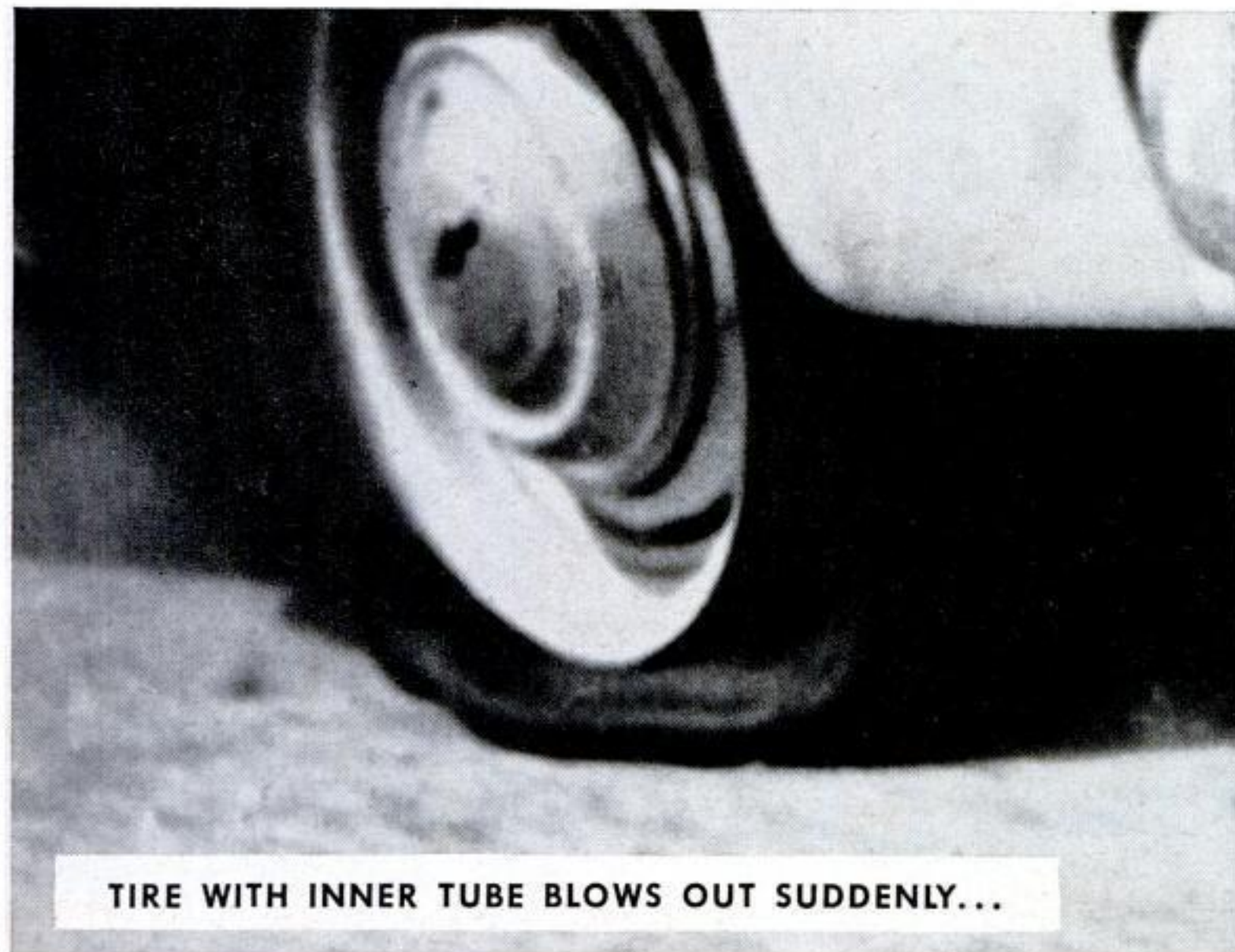


# B.F. Goodrich Tubeless Tire

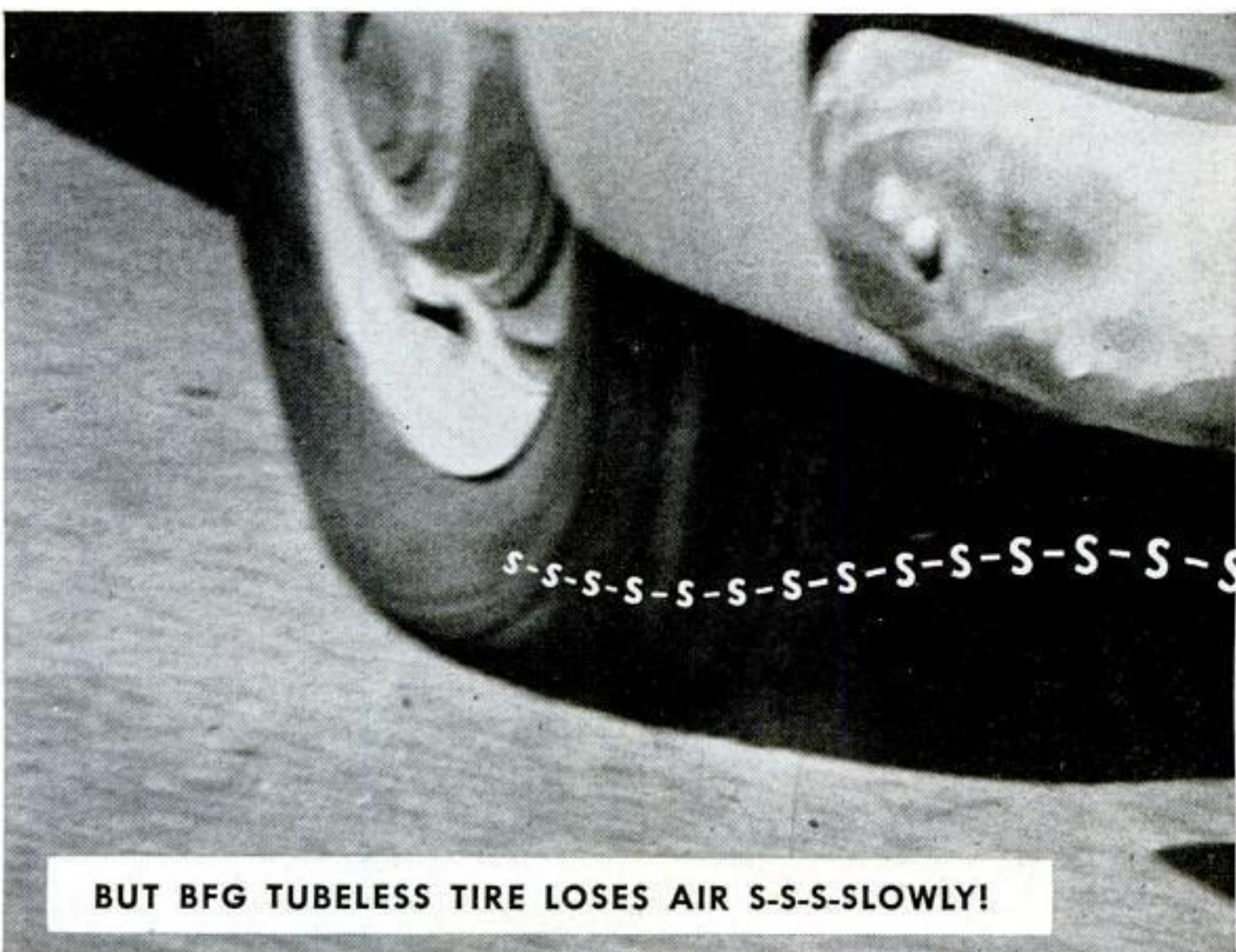
## PROTECTS AGAINST BLOWOUTS! HERE'S HOW:



MOST BLOWOUTS START FROM IMPACTS LIKE THESE THAT BREAK CORDS INSIDE THE TIRE. FINALLY, MILES OR MONTHS LATER...



TIRE WITH INNER TUBE BLOWS OUT SUDDENLY...



BUT BFG TUBELESS TIRE LOSES AIR S-S-S-SLOWLY!

**MOST BLOWOUTS START** from a sharp blow—for instance, against a curb or chuckhole—that bruises cords inside the tire.

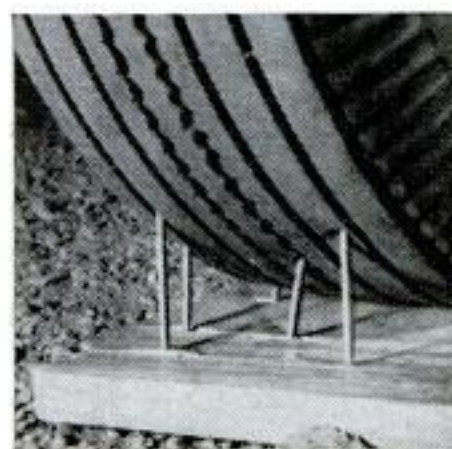
As the tire flexes, the weak spot grows until the inner wall is broken. With a regular tire and tube, the tube bridges the break. Miles or months later, the tube is pinched and blows out through the tire:

But the B. F. Goodrich LIFE-SAVER Tubeless Tire has no tube. Instead, it has a patented liner that's part of the tire itself. If a bruise does occur, the tire's flexing action eventually causes only

pin-hole leaks in this lining at the point of the bruise. Under normal running conditions, you get a slow leak—a slowout instead of a blowout:

### SEALS PUNCTURES AND DEFIES SKIDS

The BFG LIFE-SAVER also has a patented sealant that seals punctures and a tread of thousands of tiny grip-blocks that defies skids.



			6.70-15 <b>\$29.95</b> EACH PLUS TAX & YOUR OLD TIRE
			7.10-15 <b>\$32.95</b> EACH PLUS TAX & YOUR OLD TIRE
			7.60-15 <b>\$36.95</b> EACH PLUS TAX & YOUR OLD TIRE
			8.00-15 <b>\$39.95</b> EACH PLUS TAX & YOUR OLD TIRE

Chart shows how little LIFE-SAVERS cost. And no tube to buy... ever.

Find your BFG Retailer in the Yellow Pages under "Tires". Or send coupon for his name and address to Dept. P-22, The B.F. Goodrich Co., Akron 18, Ohio.



Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
We'll be glad to send information to tire and auto dealers on availability of BFG dealer franchise. If interested, check ☐

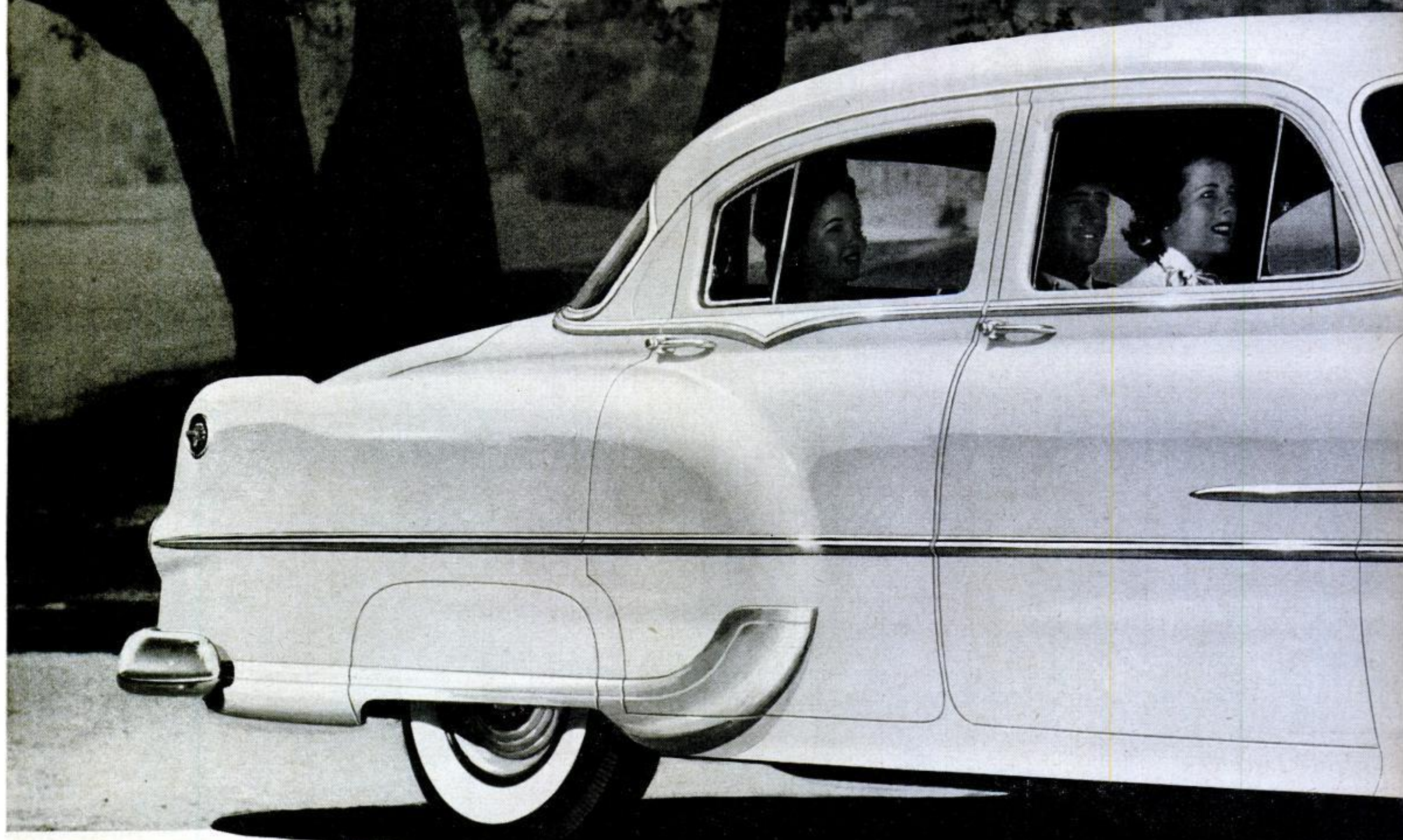
DRIVE CAREFULLY—YOUR LIFE IS IN YOUR HANDS

**5 YEARS AHEAD IN USE & PROOF**  
48 49 50 51 52 1953  
**...it can be your LIFE-SAVER®**

SEE THE B. F. GOODRICH LIFE-SAVER TUBELESS TIRE DEMONSTRATED RIGHT IN YOUR LIVING ROOM, TUNE IN "THE BURNS AND ALLEN SHOW" CBS-TV



# BUILT WITH THE FINEST-



GENERAL MOTORS LOWEST PRICED EIGHT

**W**hen you sit behind the wheel of a big, beautiful Pontiac, you find it difficult to believe that it costs only a few dollars more than the lowest-priced cars.

For despite its modest price, Pontiac performs so agilely, handles so effortlessly and rides so comfortably that you have the constant and pleasant satisfaction of knowing that you're traveling with every advantage any fine car can give you.

Whether you're driving in city traffic where get-up-and-go is your main concern or cruising along the open road, Pontiac's big, husky high-compression engine responds with instant proof of power to spare—and always so economically!

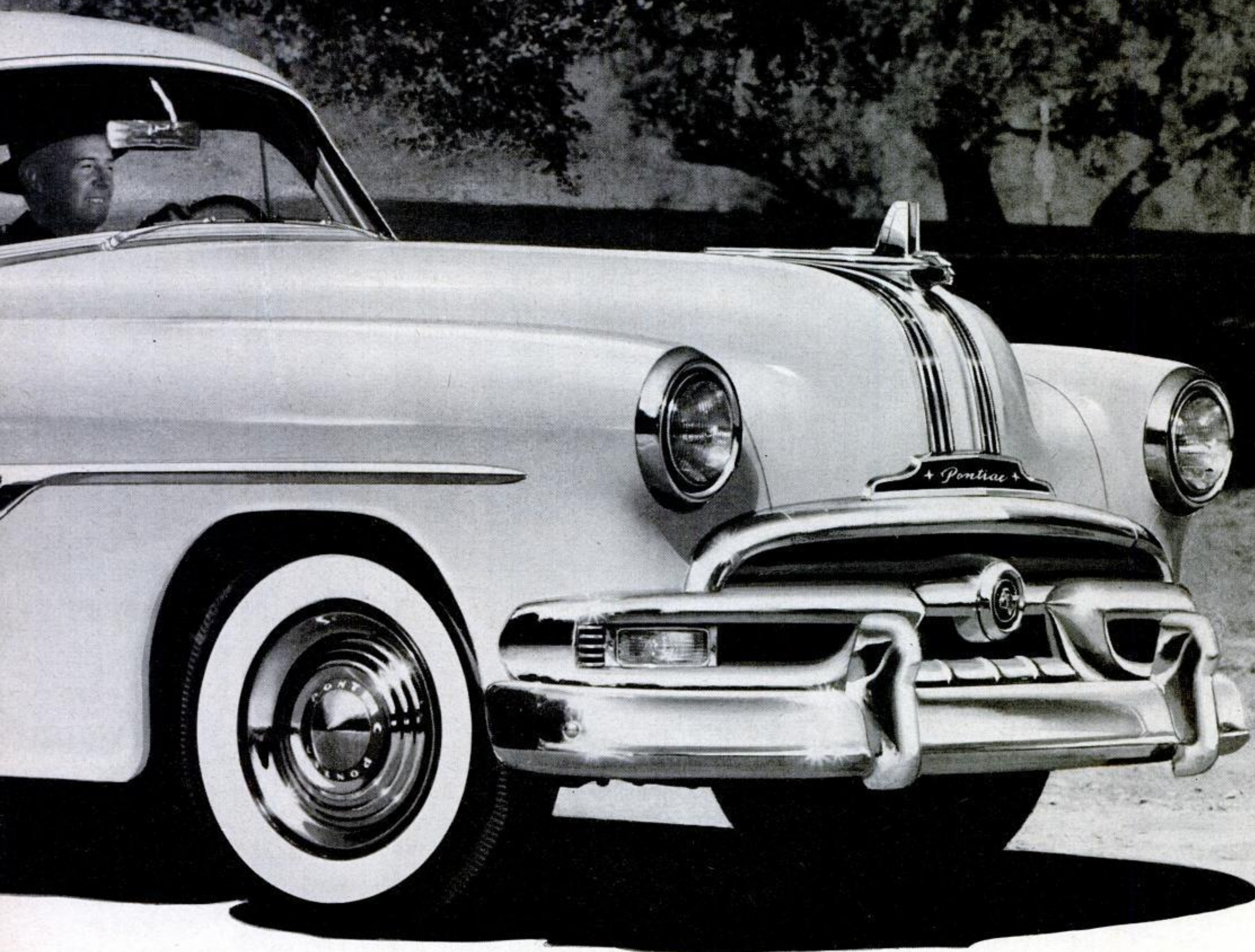
Pontiac is also styled in the fine-car manner, with distinctive Dual-Streak beauty and interiors so luxuriously appointed they compare with any car on the road.

## *Dollar for Dollar you can't beat a* **P**

**SEE YOUR NEAREST PONTIAC DEALER TODAY**



# PRICED WITH THE LOWEST!



And Pontiac's longer 122-inch wheelbase and extra weight give you greater road-hugging safety and security.

Why not come in and spend a few minutes inspecting and driving this great car? We will be glad to give you all the facts and figures that will prove to your own complete satisfaction that for performance, beauty, comfort and luxury—dollar for dollar you can't beat a Pontiac!

## Pontiac

### DRIVE A WONDERFUL NEW PONTIAC YOURSELF!

#### HIGHLIGHTS OF PONTIAC QUALITY AND VALUE!

**LONG 122-INCH WHEELBASE**

**EXCLUSIVE DUAL-RANGE POWER TRAIN\* FOR  
SUPERB PERFORMANCE**

**PONTIAC'S WONDERFUL POWER STEERING\***

**BEAUTIFUL, ROOMY, LUXURIOUS BODIES BY FISHER**

**GENERAL MOTORS LOWEST PRICED EIGHT  
POWERFUL HIGH-COMPRESSION ENGINE**

**ESTABLISHED ECONOMY, LONG LIFE AND  
HIGH RESALE VALUE**

\*Optional at extra cost.

This One



XK7G-4US-L9HY



# New Formula "Scotch" Cellophane Tape sticks 6 times tighter!



Sticks at a  
Feather Touch!



**HOLDS 8,000 TIMES ITS WEIGHT!** Revolutionary new fast-grab adhesive gives this tape incredible sticking power... it seals, holds, mends 6 times better than ever before!



**Got plenty of tape?** When you need it, you need it a lot—for sealing, for holding, for mending jobs of every kind. Get a roll of New Formula "Scotch" Cellophane Tape—and stick with it!

*The finest cellophane tape we've ever made!*



The term "Scotch" and the plaid design are registered trademarks for the more than 200 pressure-sensitive adhesive tapes made in U.S.A. by Minnesota Mining & Mfg. Co., St. Paul 6, Minn.—also makers of "Scotch" Sound Recording Tape, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N. Y. In Canada: London, Ont., Can. © 1953 3M Co.

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REMEMBER—

**PHILLIPS'**  
MILK OF MAGNESIA  
TABLETS

SETTLE  
UPSET  
STOMACH



All of us over-indulge at times. Wouldn't be human if we didn't. But too much rich food or taking an extra drink often means acid indigestion with its upset stomach or heartburn. Phillips' Milk of Magnesia Tablets quickly neutralize the excess acid, settle an upset stomach—get you to feeling your old self again in record time. And Phillips' Tablets are as pleasant to take as candy mints. Handy pocket tins of 30 tablets only 28¢.

FOR  
THE  
**WHITEST**  
SHOES

SAFEST FOR BABY!!



**HOLLYWOOD**  
**sani-**  
**white**

AT LEADING CHAIN AND  
INDEPENDENT STORES



FOR DRY,  
PARCHED

**Sun-chapped**  
**Lips**

**ChapStick**

THE ANTISEPTIC LIP BALM

**CORV'S**  
**DISSOLVE**  
**GETS-IT**

WITH LIQUID CORN REMOVER

**CREIGHTON**  
MILITARY  
Shirts and Trousers



New Haven, Conn.



**IT'S  
Quiet**

**IT'S  
Automatic**

**IT'S  
Good-looking**



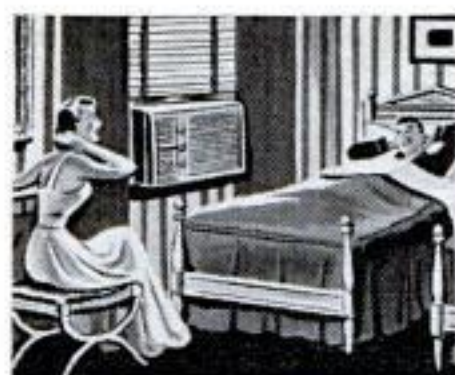
Smartly, simply styled for quiet efficiency and unobtrusive beauty.

## Get cool—sleep cool—keep cool with a new low-cost **COOLERATOR Room Air Conditioner**

Of course you want air conditioning, the best and most modern, at the most economical price. And you want yours to be the smartest, best-looking room air conditioner that money can buy! That's why you'll like the beautiful new Coolerator. It's ready to fit right into your scheme of things. Mirro-tone decorator finish reflects your color schemes and blends with them. Lines are simple, pleasing to the eye. Flat top can hold decorative objects, and there are no side vents to interfere with draperies.

Coolerator gives you all this—and every other good feature! Automatic thermostat control at *no extra cost*! Whisper-quiet operation! Draft-free cooling! Coolerator works in hot or cold weather—cools and dehumidifies summer air, filters out dust and pollen. In winter it gently circulates warm room air and keeps out dirt. And it's quick and easy to install.

See your Coolerator dealer now!



**In the Bedroom or Nursery.** Sleep better, awake refreshed. Keep baby healthier, too!



**In your Office.** Cut down on loss of energy, edgy tempers, needless mistakes.



**In the Kitchen.** Cook, bake, wash and iron in complete comfort the year round.



**In the Living Room.** Relax blissfully, entertain graciously in Coolerator comfort!

### Here's why a COOLERATOR is your best buy!

- **Automatic thermostat control** at no extra cost. Just dial the weather you want—set it and forget it.
- **Adjustable louvres** eliminate drafts.
- Specially engineered for **unusually quiet operation**.
- **No side vents**—draperies can hang right up next to unit.
- **Neutral Mirro-tone decorator finish** blends with any room color scheme.
- **Flat top surface** can be used for decorative purposes.
- **Famous Coolerator Zerolator** mechanism with five-year warranty.

*Because your home deserves the finest—choose*

**Coolerator**  
AN IT&T ASSOCIATE  
ELECTRIC RANGES, FREEZERS,  
REFRIGERATORS AND ROOM AIR CONDITIONERS

For full information on Coolerator appliances, write to  
The Coolerator Company, Duluth 1, Minnesota

COOLERATOR PRODUCTS ARE AVAILABLE IN CANADA



**IT&T**

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION  
67 Broad Street, New York 4, New York



# "Just bought my 4<sup>th</sup>

*"My fourth Kaiser is the best yet," says E. U. Sherman, Kansas City.  
"I bought my first Kaiser in 1947, liked it so well I've bought three more."*

*With 730,000 cars on the road,  
Kaiser's repeat ownership tops all previous records...  
and Kaiser's new \$62 million expansion program  
assures these owners of a great future.*

Kaiser has an outstanding record of repeat owners. Here are some of the reasons why people have bought Kaisers again and again:

**Styling**—Your Kaiser is the smartest car on the road. It has won more international beauty awards than any other American automobile. Kaiser lines are trim and low, with windows at elbow height. Even a short driver will have unlimited visibility through the greatest glass area of any standard sedan.

**Performance**—No unnecessary weight to pull in a Kaiser, every ounce of engine power goes into efficient performance. Better stability, too. Lowest center of gravity in any standard American sedan plus balanced spring suspension keeps you snug to the road, even on severe turns, and Kaiser's engine delivers more power per cubic inch of displacement than any engine *anywhere near* its price class.

**Safety**—Kaiser's safety features have saved owner's lives. After you drive a Kaiser with its safety-padded instrument panel, all 'round visibility, "push-out" windshield, narrow corner posts and safer riding position... *you'll never feel as secure in any other car!*

**Economy**—Greater gas mileage. 24.9 miles to the gallon with Hydra-Matic drive—as proved in "Popular Mechanics" tests. Owners report even greater mileage with over-drive or standard drive. Lower maintenance costs, too. Kaisers have traveled 75,000... even 100,000 miles without any major repairs.

**See your dealer**—Now you can get a better car at a better price—and Kaiser-Frazer dealer's king-size allowance on your present car will prove it to you!

3 transmissions—**Standard, Overdrive\*** or **Hydra-Matic\*** plus Kaiser's brand new, lower-priced—**Power Steering\***.

\*optional at extra cost



*"On the road all the time—now in my third Kaiser," writes J. Wright, Long Island salesman. "The best car for comfort and roominess I've ever owned—and the least expensive. Traveled 140,000 miles without expensive repairs; did as much as 26 miles on a gallon, too."*

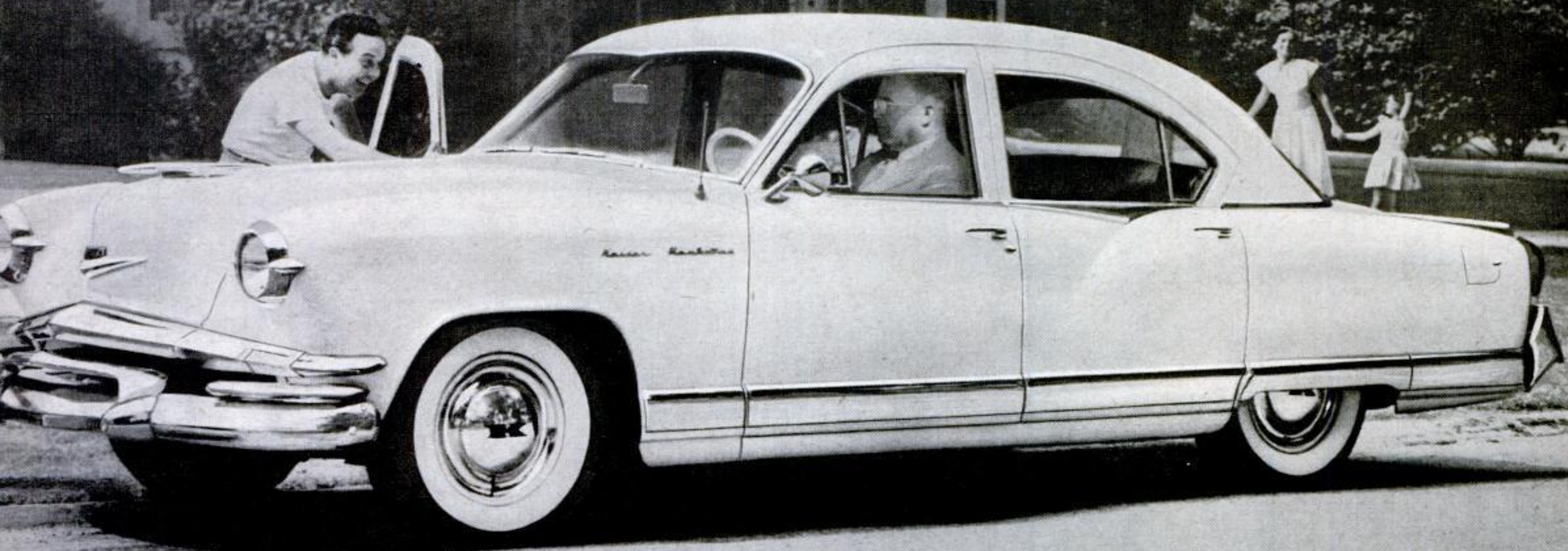


*"Four Kaisers in our family," says E. S. Cleveland, California garage owner, "and we've put more than 120,000 miles on them. For economy of operation and performance, they can't be matched. No question about it, they're the best engineered car."*

*Drive the **Kaiser**... America's most beautiful car...*



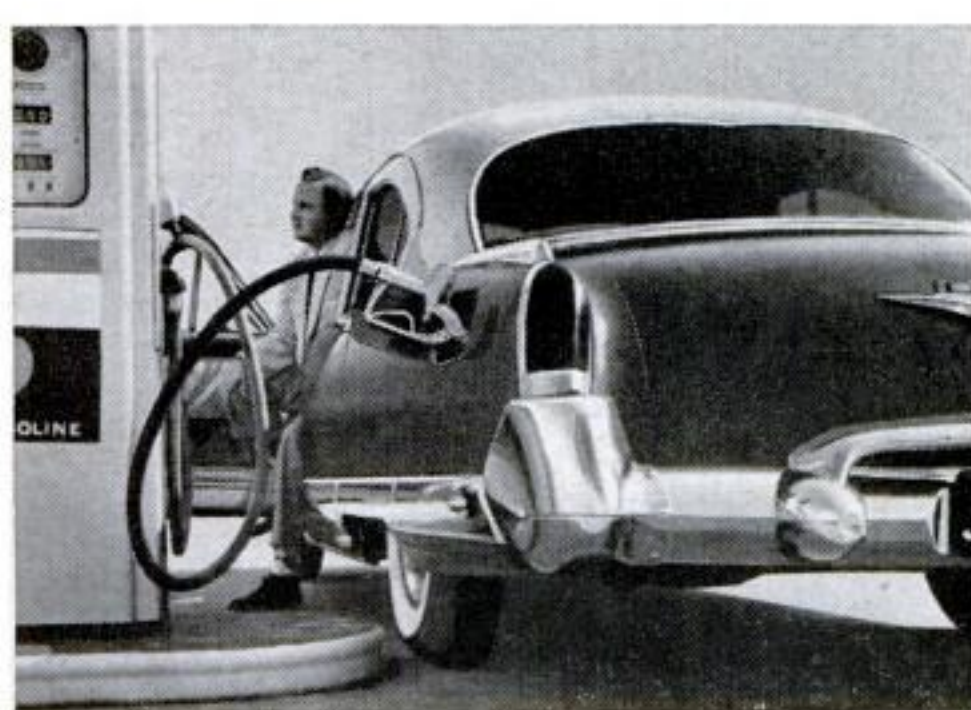
# Kaiser”



**Big car comfort!** Shown above in his fourth Kaiser, E. U. Sherman of Kansas City, Missouri, says, “I am a big fellow, six foot two and two hundred and forty pounds. I travel a lot in my work and need a big car for comfort. Kaiser suits me best.”

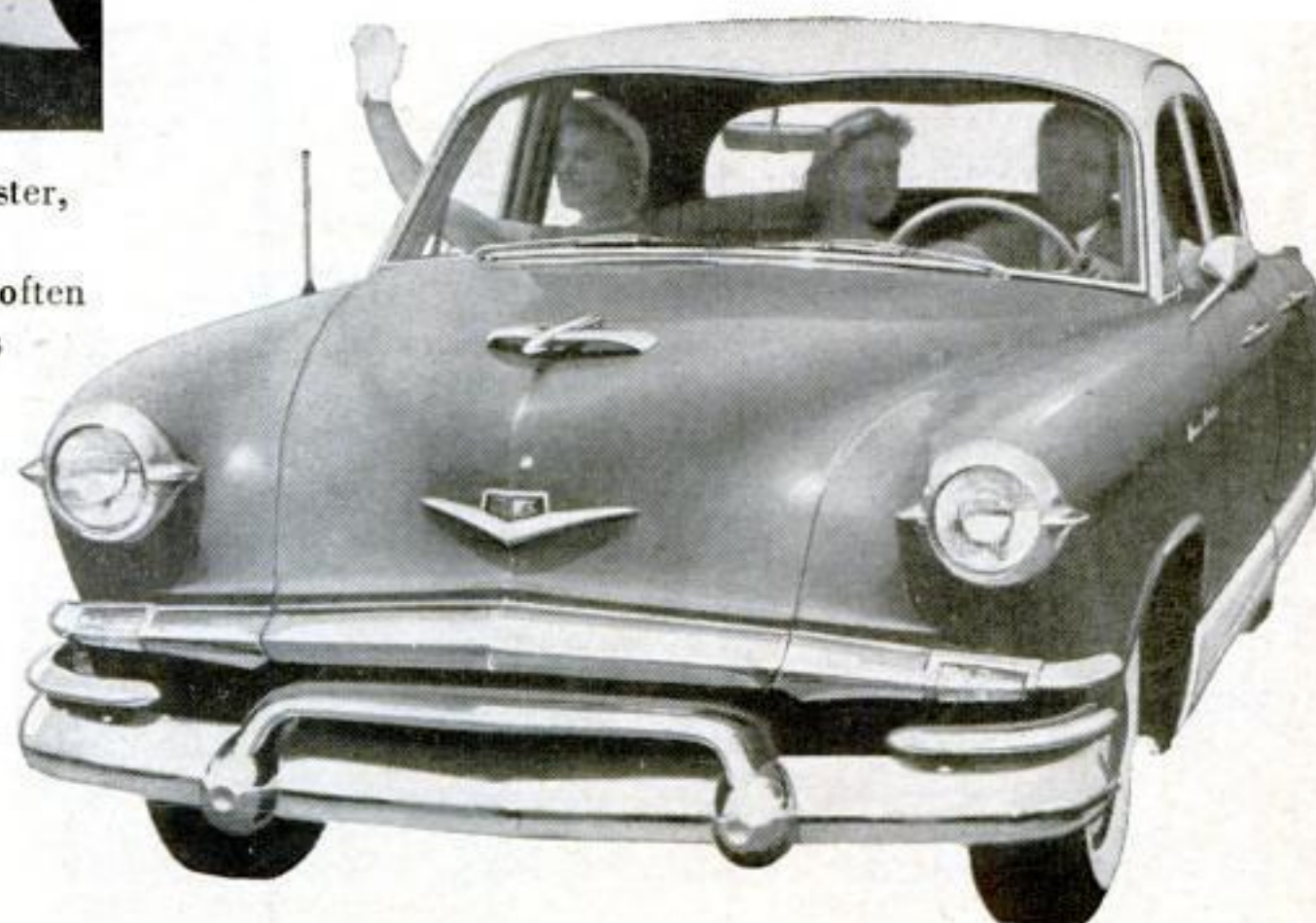


**Saved my life,”** says Donald E. Holmes, Coldwater, Michigan, who walked away from a crash on Highway 112 without a scratch—thanks to Kaiser’s safety-padded instrument panel and “push-out” windshield. “In any other car I might have been killed,” Mr. Holmes writes.



**“Gets 21 miles a gallon!”**, says Richard Webster, Vermont contractor. “In my work, I drive not only over roads, but through fields and woods, often with seven or eight men in the car. Kaiser beats any other car I’ve owned. Had no trouble in 66,000 miles. My third Kaiser so far.”

**Once you own a Kaiser—  
no other car will do!**



**Winner of 14 international beauty awards**



## LETTERS TO THE EDITORS

### BOOKS, WORDS, DEEDS

Sirs:

Having been in charge of Belgrade's USIS (1947-50), I felt your excellent editorial ("Books, Words and Deeds," LIFE, June 29) went to the heart of what is perhaps most important to the challenge confronting the free world. If we present a picture of confusion and equivocation on a subject central to the freedom in which we believe, we will turn away, or leave in doubt, millions who yearn to believe we are sincerely dedicated to the high ideals we profess—millions who want to be associated with us in the cause of the free.

ALEX N. DRAGNICH  
Professor of Political Science

Vanderbilt University  
Nashville, Tenn.

Sirs:

You quote the Hickenlooper subcommittee: "Writings of Communists or Communist sympathizers should not be tolerated in any manner which would indicate their acceptance by the American people." Then you interpret this as meaning "to label or segregate such books, but not hide them."

Communist writers sneak their thinking into all their works. It would seem strange to people abroad to find us disseminating Communist propaganda while urging them to join us in fighting Communism.

JOHN W. JELICH

Mineola, N.Y.

Sirs:

A most timely editorial. You might have added that if we continue eliminating certain books in overseas libraries, private groups will feel free to seek removal of "controversial" books in our libraries at home. Deathly fear of catching a disease often brings not only its symptoms but the disease itself.

MARGARET CASANOVA

Hamden, Conn.

### KIKI

Sirs:

Two years ago Kiki (Speaking of Pictures, LIFE, June 29) cadged me for a drink in a Montparnasse bistro. I couldn't refuse. Though the old Kiki was gone, bent over by dissipation and dope, the smile remained and it was beautiful.

GENE H. THOMAS

San Francisco, Calif.

Sirs:

Avant-garde Photographer Man Ray was way ahead of your not-so-avant-garde caption writer. Man Ray's point was the resemblance of Kiki's beautiful back to the cello. The two "musical symbols" are the openings in the instrument which permit the passage of sound.

KENNETH McLAUGHLIN  
North Hollywood, Calif.



● Avant-garde readers may choose their own meanings for Kiki's adornments. Because they had heavy crossbars, LIFE said they resembled musical symbols—forte (left) and inverted turn (right). F-holes in cello (center) have slight crossbars.—ED.

Sirs:

Starting with Kiki and leafing on through the issue, I have just counted 17 pictures of women calculated to arouse male passions. In a recent issue I counted 15. Where is the spirit of Paul today?

BARNEY E. ANTROBUS

Plainview, Texas

### EVEREST

Sirs:

Many of us must have cried at "The Conquest of Everest" (LIFE, June 29). We were happy of course, but the story of Mallory and Irvine, even more than the mountain itself, had so long been a symbol of man's spirit and curiosity. Perhaps we felt Everest should not have been climbed because it was theirs.

But no, this is wrong. We have reached the earth's summit. We need no longer look upward—we can look outward. There are still other things to do—because they are there.

JENNIE GLUCK

Columbus, Ohio

Sirs:

I cannot see why everyone considers Hillary and Tenzing heroes. All they've done is satisfy their egos.

DOROTHY DAVIS

Philadelphia, Pa.

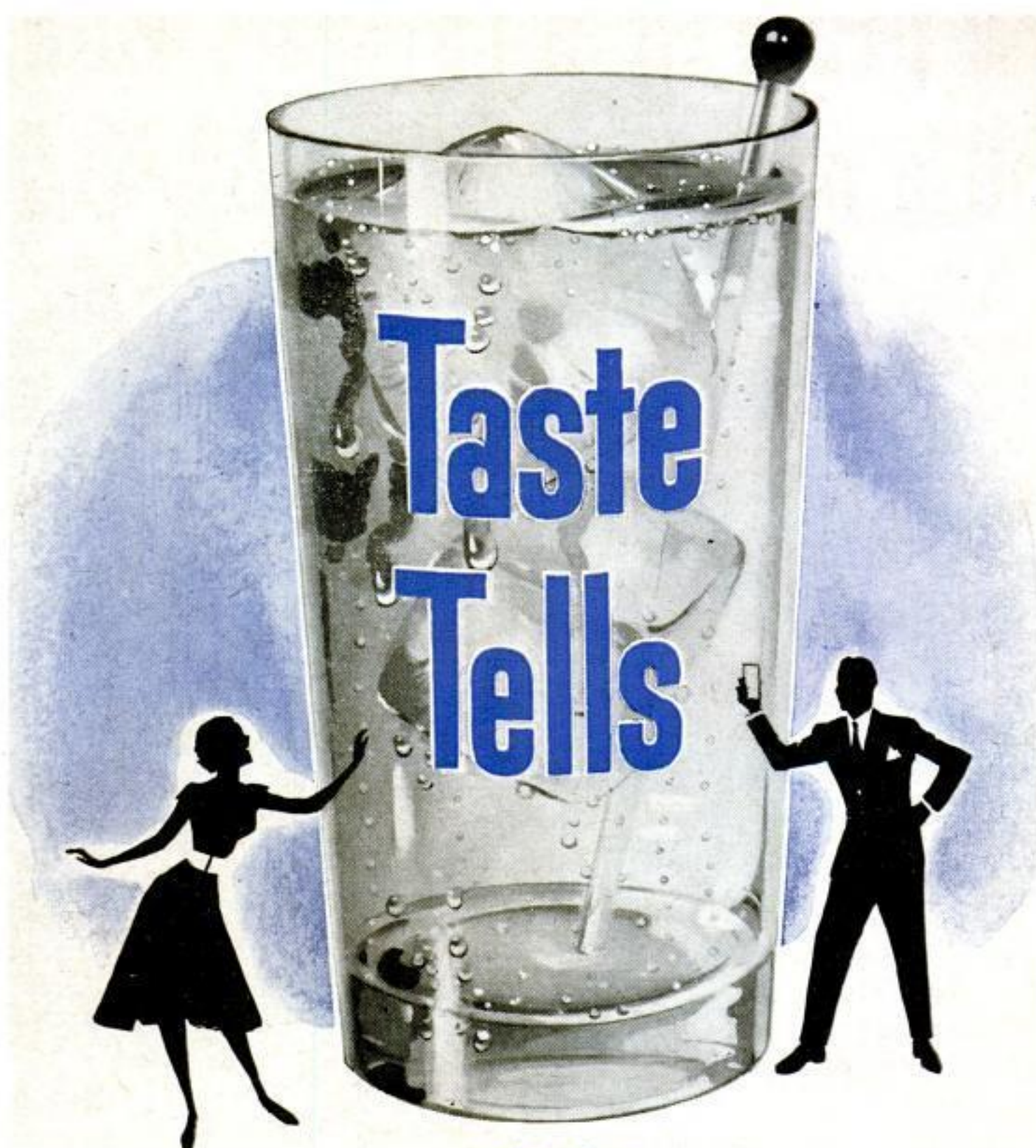
Sirs:

LIFE seems to have repeated the translation mistake which was made by all the newspapers. Chomolungma is Tibetan for "the goddess mother of the snows"—not the world.

FRANK HARPER

New York, N.Y.

● LIFE used the more generally accepted translation. Tenzing translates it as, "mountain birds cannot fly over." Until 1852 the mountain was known to British surveyors merely as Peak XV. One day a Bengali computer working for Sir Andrew Waugh, Surveyor General of India, rushed into Waugh's office saying, "Sir, I have discovered the highest mountain in the world." Waugh thereupon named it after Sir George Everest, his predecessor. Climbers later learned the peak's Tibetan names.—ED.



For the  
**LIFE OF YOUR DRINK**  
and the  
**DRINK OF YOUR LIFE!**

USE

*Sparkling*  
**CANADA DRY**  
**WATER**

with *Blend-ability*



WHAT'S  
BLEND-ABILITY?



IT'S CANADA DRY WATER'S UNIQUE  
ABILITY TO MAKE EVERY HIGHBALL  
TASTE BETTER. IT'S  
THE RESULT OF **PIN-  
POINT CARBONATION**  
AND **FLAVOR-BALANCED  
FORMULA**.



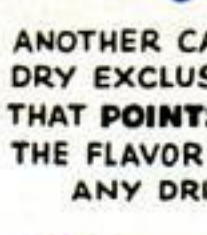
WHAT'S  
PIN-POINT  
CARBONATION?



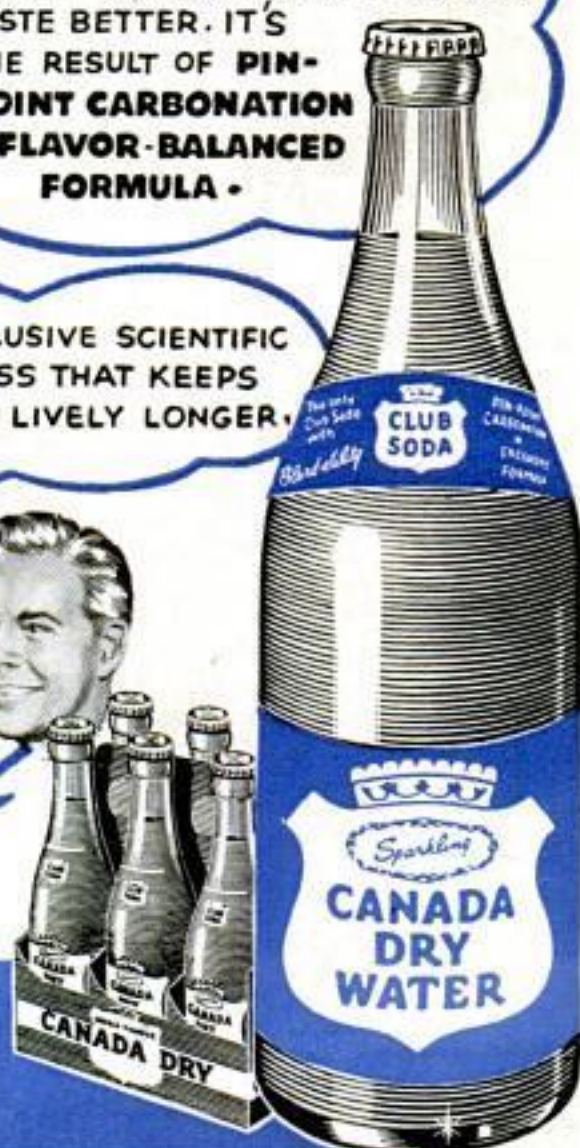
AN EXCLUSIVE SCIENTIFIC  
PROCESS THAT KEEPS  
DRINKS LIVELY LONGER.



WHAT'S FLAVOR-  
BALANCED  
FORMULA?



ANOTHER CANADA  
DRY EXCLUSIVE  
THAT POINTS UP  
THE FLAVOR OF  
ANY DRINK.



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## SOLID SOUND

Sirs:

Your exciting "Solid Sound" (LIFE, June 29) sent me to Addison's essays, where I reread *Tatler* No. 254 (1710). It repeats a fanciful travel tale by Sir John Mandeville, known for "the copiousness of his invention," about a ship driven by storms into a territory so cold that the speech of the crew froze. Though the men spoke to each other for three weeks, nothing was heard until a warm wind approached. Then the frozen words melted. While the crew looked at one another with mouths closed, words poured out of the air—orders, girls' names and even the groan of a bear killed a fortnight before.

HAROLD R. SHAPIRO

New York, N.Y.

## COVER

Sirs:

Your cover picture of Cyd Charisse (LIFE, June 29) bears a startling resemblance to Ava Gardner. I always thought they looked alike, and Eliot Elisofon's camera angle proves it.

BOB FORD

Eugene, Ore.



CYD

AVA

## A CASE OF IDENTITY

Sirs:

Most striking in "Manny" Balestrero's mistaken arrest ("A Case of Identity," LIFE, June 29) was lack of police perception in concluding he wrote the holdup note. Although once in half a dozen printings, he misspelled a word the same way the holdup man misspelled it, it is still inconceivable from your pictures how supposedly expert detectives could conclude both notes were written by the same person. Their usual sharpness must have suffered a temporary slump.

R. H. HODGES

Marietta, Ga.

● When Balestrero's note was introduced as circumstantial evidence in the first trial, a police expert testified he was uncertain it matched the original holdup note. Declaration of a mistrial prevented further examination. The real holdup man confessed soon after, making it unnecessary to match the notes in court again.—ED.

Sirs:

If the conduct of the detectives is reported accurately, by what authority did they take suspect Balestrero, who had not yet been informed of any charge against him, on a tour of a dozen stores to be paraded before strangers for possible identification?

PAUL W. ASCHNER, M.D.

Great Neck, N.Y.

● He went voluntarily. Had he refused there would have been no grounds for forcing him.—ED.

## SAGAMORE HILL

Sirs:

I noticed your picture of the loving cup presented the Roosevelts by the enlisted men of the battleship *Louisi-ana* after they went to Panama ("The House on Sagamore Hill," LIFE, June 29). I was one of the original crew. The trip was made in November 1906 so that Mr. Roosevelt could inspect the building of the canal. He was certainly one of the boys. He put on boxing gloves and sparred, shoveled coal and seemed to enjoy everything hugely. He always called us shipmates. When I was married in 1913, I sent him an announcement. Back came a description of the world outlook, a crayon picture of himself and a note that he was always glad to hear from one of his shipmates—that he and Mrs. Roosevelt cherished our loving cup more than any trophy they possessed. It closed characteristically: "Good luck to shipmate E. G. Randle and Miss Pullen."

E. G. RANDLE

Vaiden, Miss.

Sirs:

The Sagamore Hill entrance-hall "head of a water buffalo, bagged by T.R." does not have the glassy eye of a water buffalo, common to India and Asia, but that of a Cape buffalo, found only in Africa. I can certify this, having hunted both species.

HERVEY B. SMITH

Bloomsburg, Pa.

● Correct. It's a Cape buffalo.—ED.

## BURMA'S GIFT TO U.S.

Sirs:

Burma's \$10,000 gift for U.S. tornado relief (LIFE on the Newsfronts of the World, June 29) was also unexpected relief for those of us with U.S. Santa Claus complexes, who weary of the blessedness of giving. Has it ever happened before?

GEORGE WILLIS

Chicago, Ill.

● It has. Great Britain helped Chicago fire victims with over \$300,000. From 1925-38, foreign money and supplies totaling \$371,580 were contributed for relief of U.S. catastrophes, including nearly \$100,000 given by 32 countries after the 1927 Mississippi Valley flood. Ten countries sent 6,000 toys to young Midwest flood victims in 1951. In 1952 Holland gave \$5,000 in food after floods in the same area.—ED.

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# How I retired in 15 years with \$250 a month

"Here on the Florida Keys every day's good fishing weather. And I've time to take it or leave it. You see, I'm one of the lucky ones. I'm retired. Retired at 60—better even than the boss could manage! Each month, every month, whether I'm loafing down here, or taking a trip up north in my car, I get a check for \$250. That check, in its white envelope, makes me my own boss for life.

"Yet till 15 years ago, in 1938, I hardly even pictured myself being able to retire. I'd been working twenty years then. I'd seen the cycle swing through prosperity and the crash and the depression. I had a good job, but salaries weren't high then.

"My luck began when I went into a small business venture with a friend. It failed, and I lost the little I had. But it taught me my lesson. There was no easy way for me to make a lot of money.

"It was then I did some serious thinking. I wanted to retire someday. But how? To make money, you had to risk it. And even if I could save again, there was always the risk of outliving my capital.

"Then suddenly, I discovered the one sure way to get a retirement income guaranteed for life. The only kind of income you couldn't lose, couldn't outlive. An income that didn't require you to invest any great amount of savings. With it, you made part of your salary for the next fifteen years buy you a retirement income later. The plan was called the Phoenix Mutual Retirement Income Plan. There was only one secret—starting young enough.

"So, only fifteen years ago, I applied and qualified for my Phoenix Mutual Plan. The years went quickly—a lot happier, I think, because my future was so well planned. This year, when my first check for \$250 came, I retired. I headed south and left my business worries to somebody else. They say people with retirement plans live longer—and I figure I'll make a record."



## Send for Free Booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of \$10 a month to \$3,000 a year or more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women—and for employee pension programs. Don't put it off. Send for your copy now.



ESTABLISHED 1851

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Copyright 1963, By Phoenix Mutual Life Insurance Company





**"DUCHESS OF DEVONSHIRE,"** a copy of a work by Thomas Gainsborough, won first prize in an international contest for typewriter artists held in 1932.



**TYPEWRITER ARTIST** copies a picture (*background*) on white canvas in long-carriage machine.

## SPEAKING OF PICTURES

Typewritten 'paintings' are the remarkable work of a lady police clerk



**"EUGÉNIE AND HER COURT OF HONOR,"** bearing signature of Montserrat (*bottom, right*), is copy of painting by German Artist Franz Winterhalter.



**PHOTOGRAPHIC PORTRAIT** of a lady living in Barcelona is used to make a typed copy (*right*).



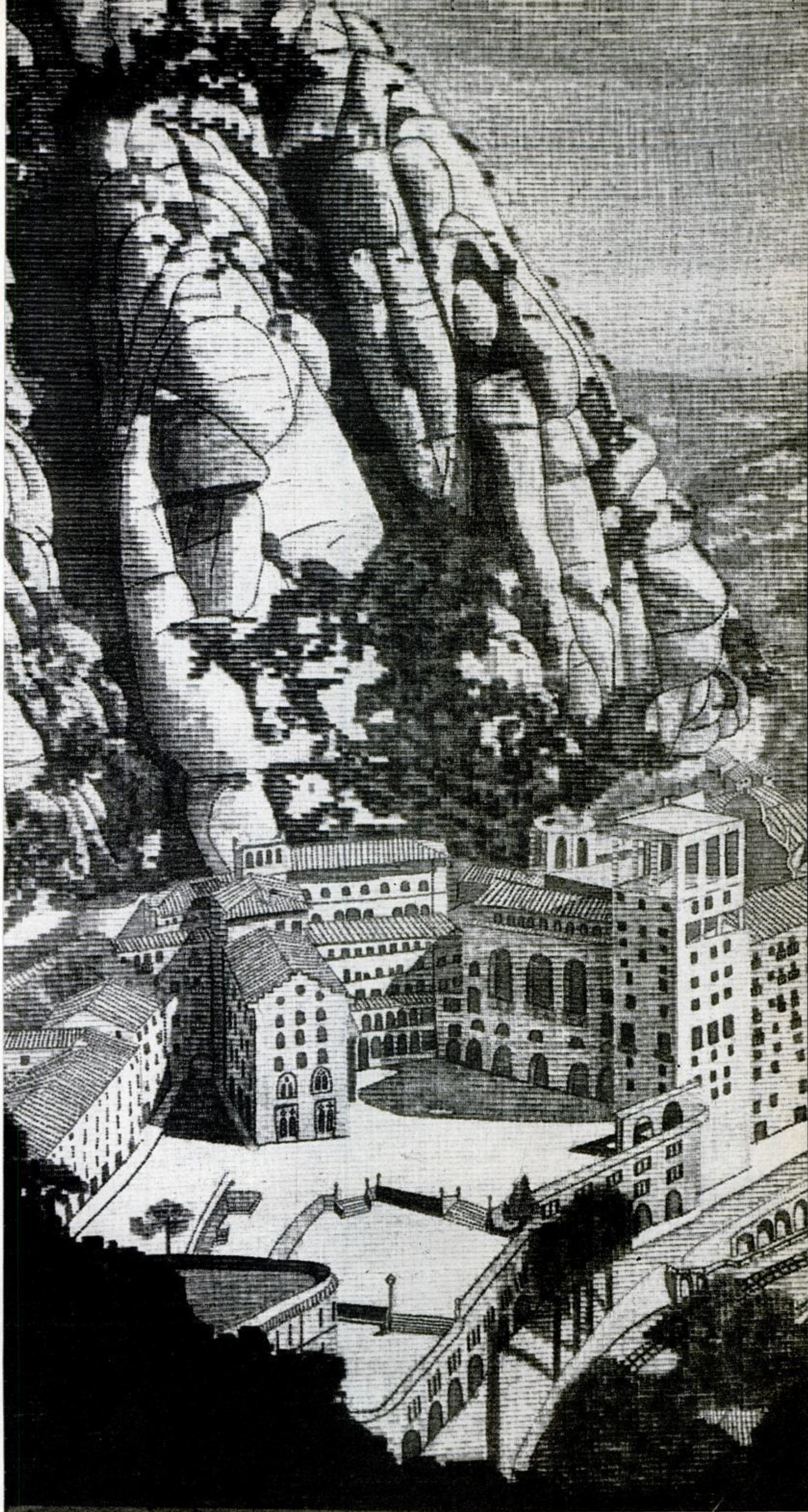


**UNFINISHED PICTURE** is typed copy of a Velasquez. Lines and outlines are done with periods.

When she gets home from her \$30-a-month typist job with the Barcelona police department, Montserrat Escardivol sits down at her old Underwood in her apartment and becomes an artist. Using 17 different colored ribbons, she pecks out typewritten pictures which are extraordinarily faithful copies of old paintings and photographs. Her reproductions, typed on white-coated artist's canvas, consist solely of jumbles of letters and punctuation marks, so skillfully arranged that no retouching with pencil or brush is ever needed. The vividly colored pictures, commissioned by wealthy Barcelonians, sell for as much as \$150 and keep her in expensive clothes, including a \$1,500 nutria coat. But Doña Montserrat has no intention of quitting her daytime police job to devote more time to her lucrative hobby. "The strain while painting," she says, "is too great."



**TYPEWRITTEN PORTRAIT** taken from photograph at the left was purchased by subject for \$130.



**SPANISH LANDSCAPE**, showing a monastery on Montserrat, is a typewritten reproduction of a scenic postcard. Doña Montserrat sold the picture for \$100.



# “Soaping” dulls hair— HALO glorifies it!



Yes, “soaping” your hair  
with even finest liquid or cream shampoos  
hides its natural lustre with dulling soap film.

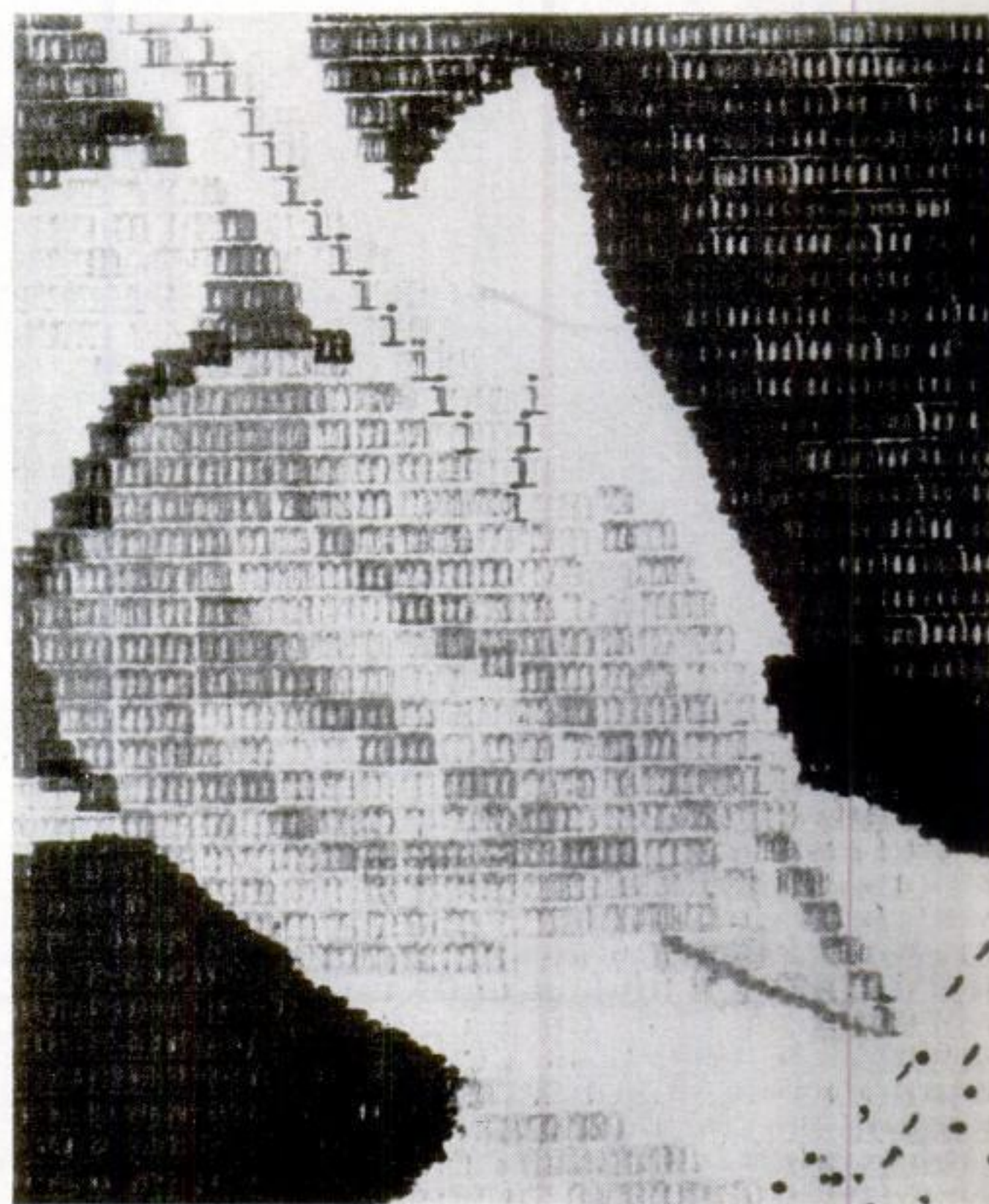
Halo—made with a special ingredient—contains no  
soap or sticky oils to dull your hair. Halo reveals  
shimmering highlights . . . leaves your hair  
soft, fragrant, marvelously manageable! No  
special rinses needed. Scientific tests  
prove Halo *does not dry . . . does not irritate!*



***Halo glorifies your hair  
with your very first shampoo!***

TYPEWRITER ARTIST CONTINUED

## THE ART CLOSE UP



DETAILS OF THE WORK are revealed in this enlarged section of a portrait of Cervantes (top). Done in Doña Montserrat's earliest style, the picture is typed almost entirely with the letters *m* and *i*. Later, she discarded *i* and replaced it with the period. Today, she also uses *n*, but the individual letters are often blurred by the varnish finish sprayed on the completed pictures. She gets shading by changing the ribbons and superimposing colors.





*This Little Missus had to Market...  
But this Little Missus Stayed Home!*



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Home... So Set  
Your Heart  
on a  
Crosley*

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Yes'm—when you own the thrilling Crosley Shelvador Freezer, you save time by shopping when you like! You save work (and worry!) by having ready-to-cook foods at hand, and ready-cooked meals available when unexpected visitors arrive. You save money by buying in quantity and buying at food "specials"—by freezing vegetables and fruits when they're in season and prices are lowest. Remember,

Crosley is the *only* freezer with shelves on the lid—they almost double "top-level" space! That lid has a push-bar latch that opens with a *nudge*, too—wonderful when your hands are full of food parcels. Handy storage baskets and special racks for pastries if you like. 7 Crosley Freezer models—chest-type and upright—see them today! *Crosley Division, AVCO Manufacturing Corp., Cincinnati 25, Ohio.*

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# No-fuss hot weather menu!



## KRAFT-QUICK Shopping List

Kraft Dinner  
Catsup  
Canned or Frozen  
Green Beans  
Canned Vienna Sausage  
Head Lettuce  
Rolls  
Fresh Fruit

## KRAFT-QUICK Dinner Menu

Kraft Dinner with Vienna Sausage  
Buttered Green Beans  
Head Lettuce with your  
favorite dressing  
Rolls, Parkay Margarine  
Fresh Fruit Compote  
Coffee

# Build it around delicious Kraft Dinner home cooked in 7 minutes!

Too warm to fuss with an elaborate meal? Well then, just plan on this Kraft Dinner Menu. You shop for it in a flash... cook it in a hurry and serve it proudly, for it's built around delicious, speedy Kraft Dinner.

Kraft Dinner contains the freshest, fastest-cooking macaroni you can buy... cooks tender and fluffy in just 7 minutes. Also in the package is real Kraft Grated to give rich cheese flavor through and through.

Snip out the Kraft-Quick Shopping List and Dinner Menu right now. Get plenty of Kraft Dinner for your family!



**Kitchen-tested recipe!** Kraft Dinner with Vienna Sausage. Prepare the Kraft Dinner, following the simple directions on the package, and place it in the center of a chop plate or platter. Heat the sausages in a skillet or under the broiler, and arrange them in four groups around the hot Kraft Dinner. Pour catsup over the sausages and garnish with parsley.

Look for this special display and get more Kraft-Quick Menus and Shopping Lists at your grocer's now!



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AMONG ITS STORIES ON COOKING "LIFE" HAS TAKEN UP GREAT SOUPS, FLAMING FOODS, COOKING ON ICE AND EGG COOKERY

## TO SEE . . . AND MAKE THE MOUTH WATER

Like everyone else at this time of year LIFE's editors have the strong urge to get outdoors. Some are managing to do it in person—tooling down the Italian peninsula in a rented car or fishing alongside the Indians in the Canadian north woods. Those who stay behind and work have to satisfy this urge in the pages of LIFE as it is being put to press. In this week's issue we do take a look (pp. 81-94) at a man who is trying to keep people indoors, but for the rest we get outdoors all over the place. In seven helicopters we are up over the U.S. watching the country spending its 177th birthday at beaches, rivers, race tracks. With General Van Fleet (pp. 38-42) we are in Alaska shooting brown bear and with Ben Hogan (pp. 65-68) we are in Scotland shooting six under par. We are relaxed at Cape Cod with a young senator and his fiancée (pp. 96-99), tense with a young Michigander (p. 100) pitching horseshoes.

And with a growing number of Americans we are in the back yard learning outdoor cooking (pp. 49-56).

The subject of cooking is somewhat new to LIFE. Our prospectus 17 years ago declared that LIFE's job was "to see life; to see the world; . . . to see and be amazed." We did not add "to see . . . and make the mouth water." However, in recent years we have pictured in color and given recipes for "Five Great Soups" (LIFE, April 16, 1951), shown ways of "Cooking on Ice" (LIFE, June 18, 1951), argued "The Case for Sea Food" (LIFE, Oct. 8, 1951), discussed "Flaming Food" (LIFE, Jan. 21, 1952) and "Egg Cookery" (LIFE, April 6).

The Modern Living department, in charge of the editorial kitchen, has many prejudices, all of them practical. It doesn't believe anyone should spend two days making a sauce if a bouillon cube, a touch of garlic and two minutes will do. It prefers to show food at its best—just prepared and before anybody has plunged into it. And it makes sure that the editors edit the cookery stories before they go out to lunch—while their interest in food is high and recipes seem doubly tempting.

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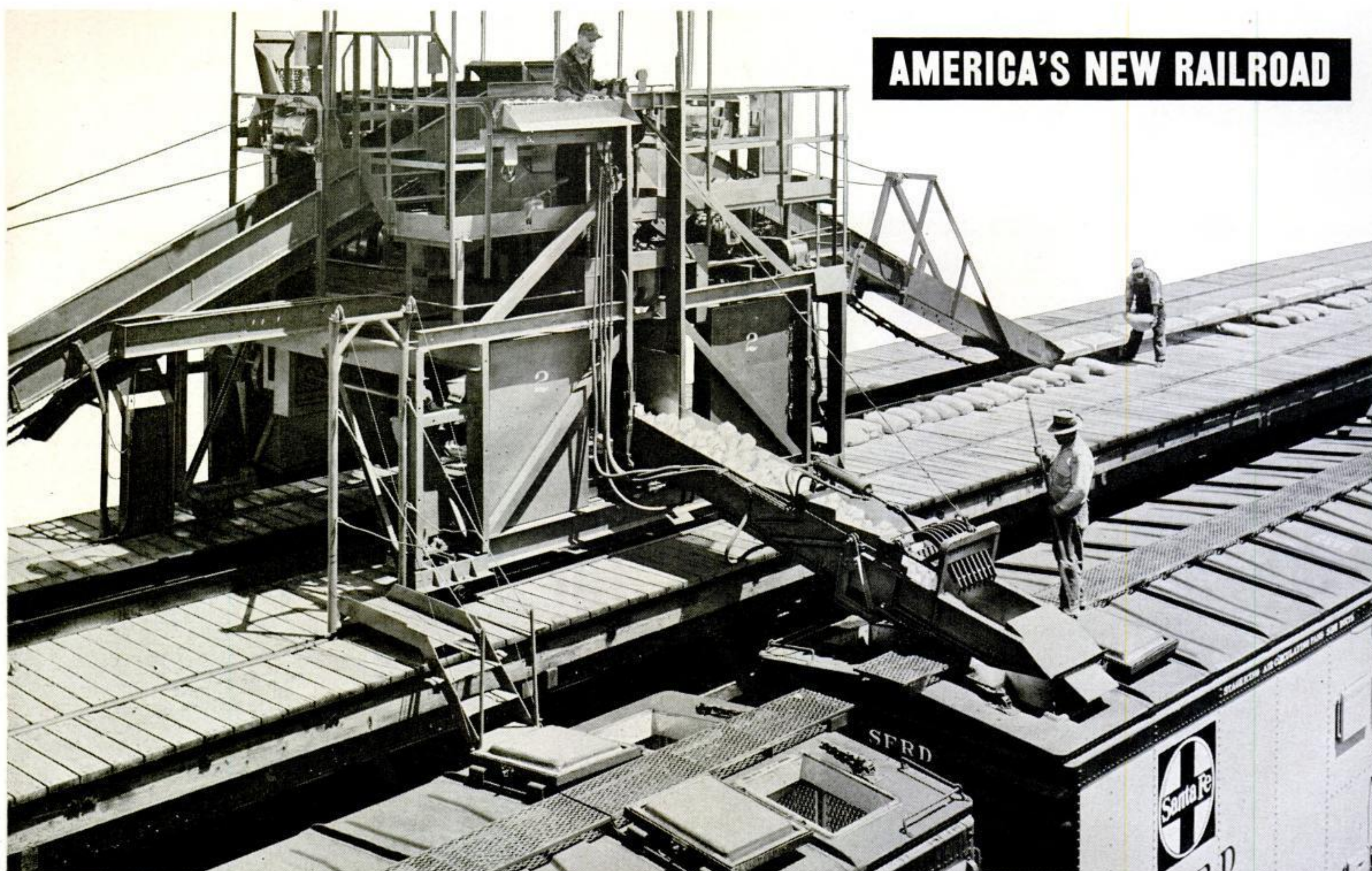
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**AMERICA'S NEW RAILROAD**

15 of these big icing machines are in operation at ice-servicing points along the Santa Fe.

# Ever see so much fuss just to chill an orange?

*It's the best way there is today to refrigerate a "reefer"—but Santa Fe is developing an even newer and better way to do the job*

In 60 seconds flat, the giant ice-crushing machines Santa Fe recently installed can fill the bunkers of a refrigerator car with five tons of ice!

They are the newest and fastest machines

for icing refrigerator cars yet devised.

And Santa Fe "reefers" are the most efficient type of refrigerator cars now on the rails.

These refrigerator cars and these icing machines have carried the technique of refrigeration with ice to the ultimate of present day knowledge.

## WHAT ABOUT TOMORROW?

We can't be sure, BUT—

Santa Fe is now experimenting with a newer way to refrigerate cars automatically for hauling foods which may require temperatures as low as 25° below zero.

30 new experimental refrigerator cars designed by Santa Fe, built in its own shops

and each with a capacity of 128,000 pounds of frozen foods, are now being utilized in the movement of frozen foods.

Each of these new cars has its own thermostatically-controlled diesel-driven compressor-type refrigerator unit. It carries 400 gallons of fuel (almost the exact amount Lindbergh used to fly the Atlantic). It can maintain sub-zero temperatures all the way from California to New York.

## BENEFITS FELT ALL ALONG THE LINE

All along the line, people and communities feel the benefits of this building *new* wherever it actually occurs on the Santa Fe—and day-after-day, something new is done to make "America's New Railroad" a little better.

The millions of dollars this newness costs Santa Fe doesn't cost you a single penny in the taxes you pay.



## PROGRESS THAT PAYS ITS OWN WAY





*A crowded excursion boat  
skims the Providence River  
in Rhode Island*

## Birthday Portrait

It was time to take the annual birthday picture of George Washington's little boy who had just turned 177 on July 4th. The trouble was, when you said Smile, please, the grin ran from Plymouth to Santa Monica, wouldn't fit on the negative even sideways, and brother, what teeth! The only way to get a picture of George's boy was to send up a flock of helicopters all at once all over the place and then try to patch the fragments together. This is just what LIFE did to show the United States of America on the Fourth of July, 1953. This boat represents a microscopic freckle which one helicopter spotted on the tip of George's boy's big nose.



... I'd rather



*A pleasure boat glides into the deep forest at Wisconsin Dells*



*At Rushville, Ill., a fast-stepping pacer opens up a three-length lead*



# be at a picnic too

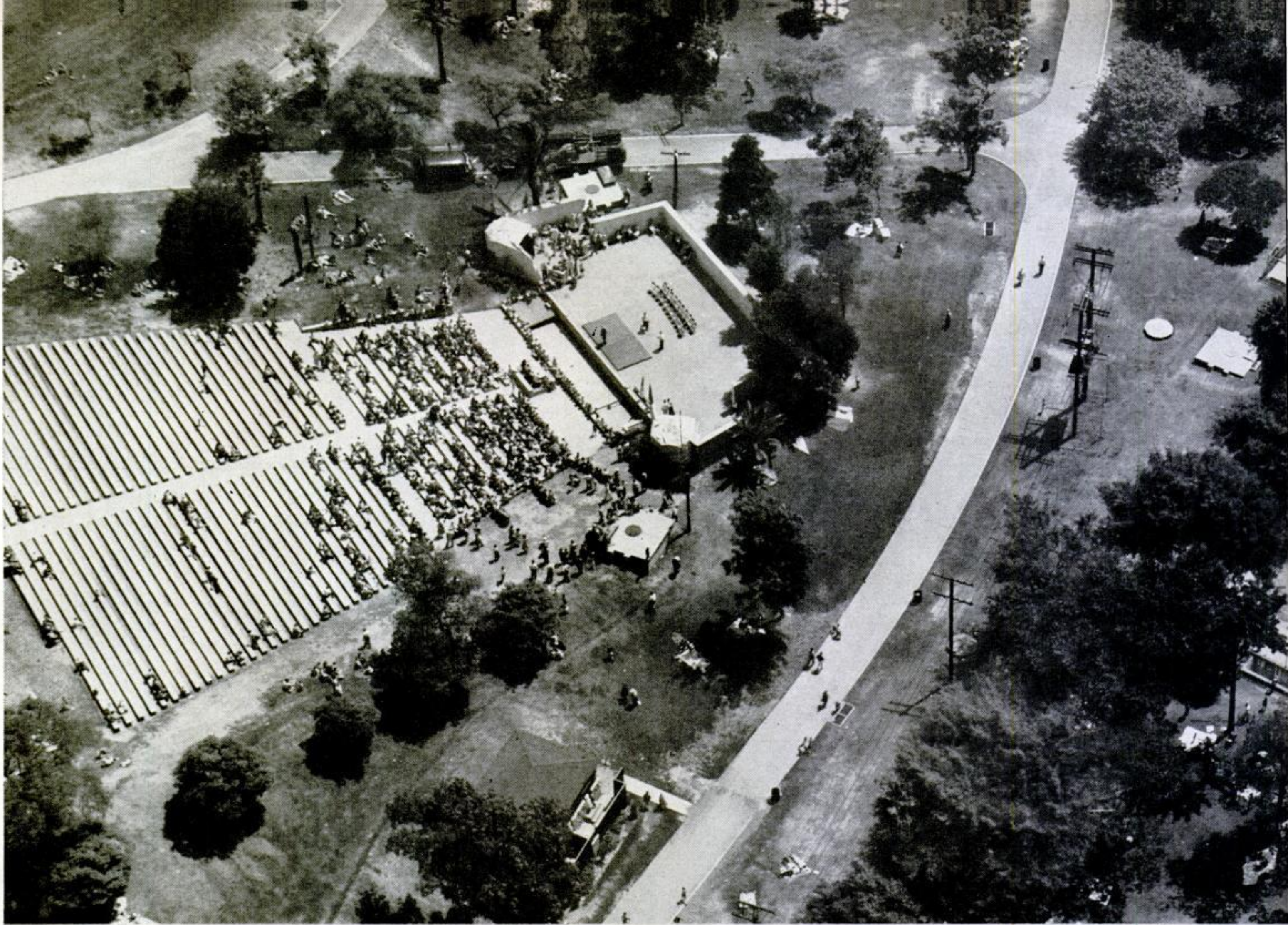


If it weren't for the whirring  
of the helicopter's rotor,  
a listener in the air might have heard  
one of George's boys down below say,  
Get those horses moving,  
I don't want to be here all day.  
And the other one say,  
Look, Bub, I'd rather be at a picnic too,  
or up a creek or watching the pacers,  
but somebody's got to get the hay in  
and we're elected  
so shut your big fat mouth and  
don't give me no more Fourth of July

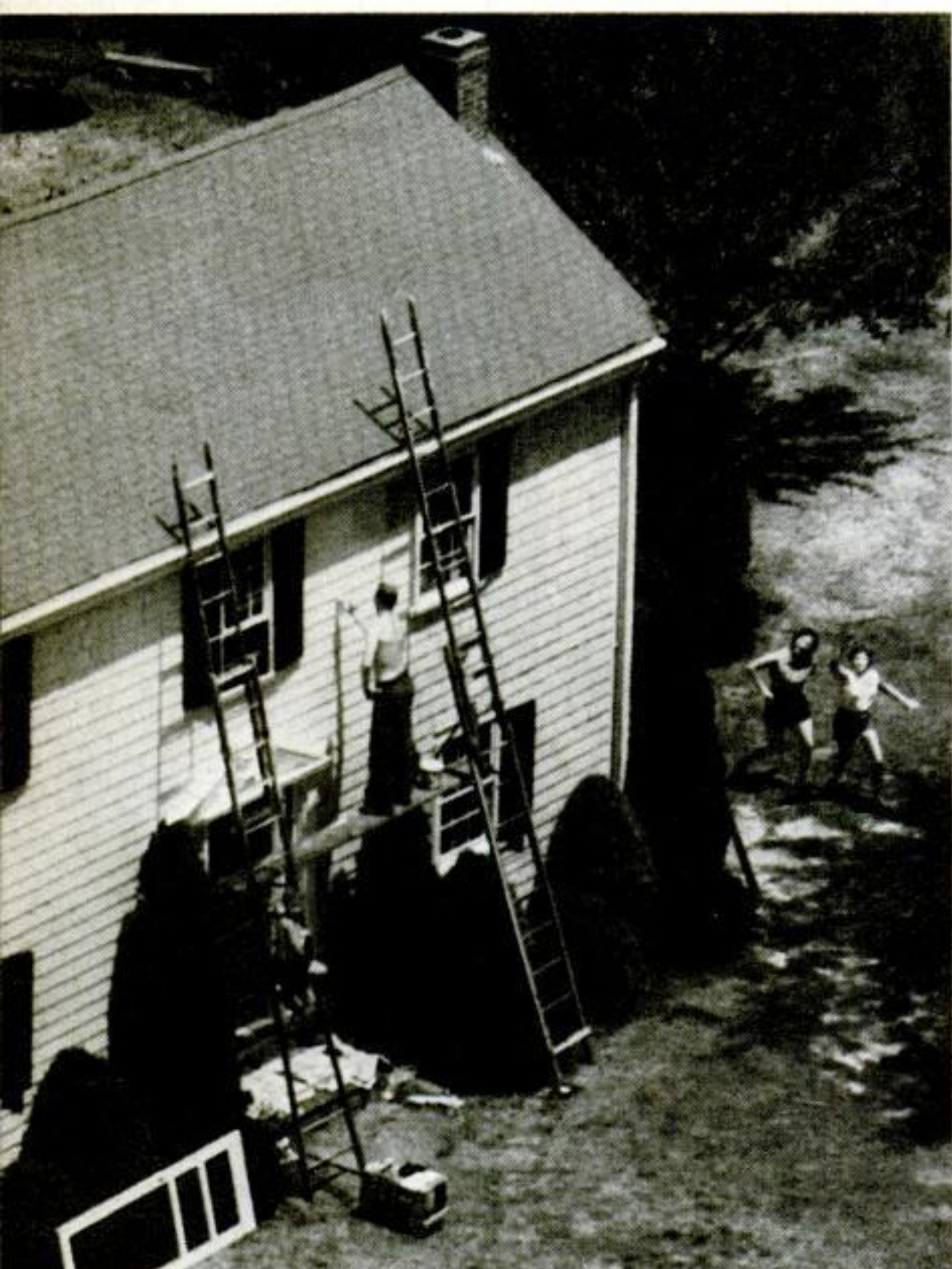
*Picnickers cluster  
under the trees  
near Davis, Calif.*







## ... they've heard the corn before

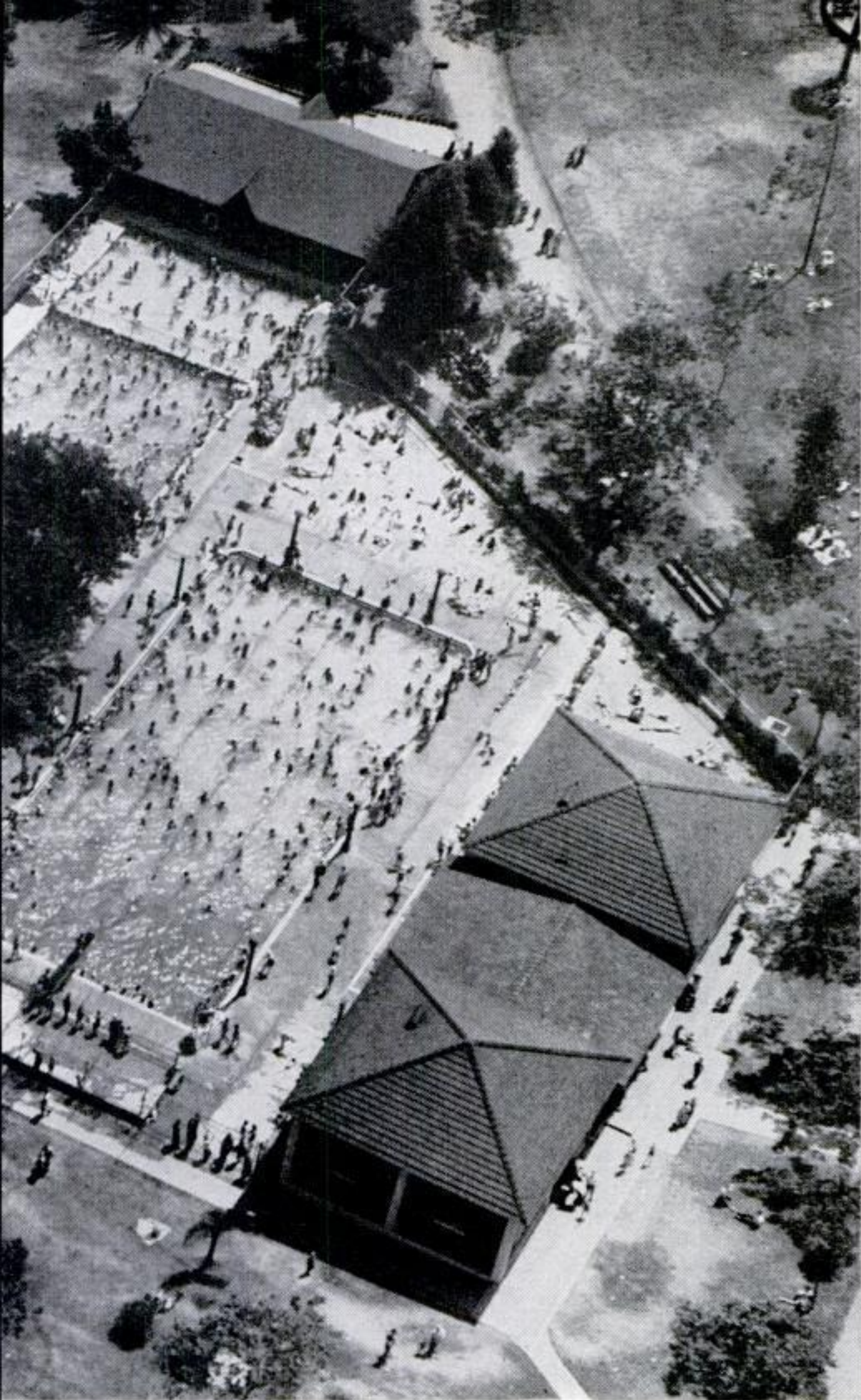


One thing shows up in the picture—George's boy doesn't do all the things he used to do when he was a kid. Once he was so impressed by Plymouth Rock you would have thought it was a big emerald; he gawped for hours at parades of bicycles and listened to speeches all day long. Now the helicopters catch George's boy in swimming while the orator sounds off; they have cheered all the corn before and don't have to hear it again. When the parade passes Plymouth Rock, nobody watches; bicycles, the same. Where is George's boy? Somebody who looks suspiciously like him is up on a scaffold quietly painting his house.

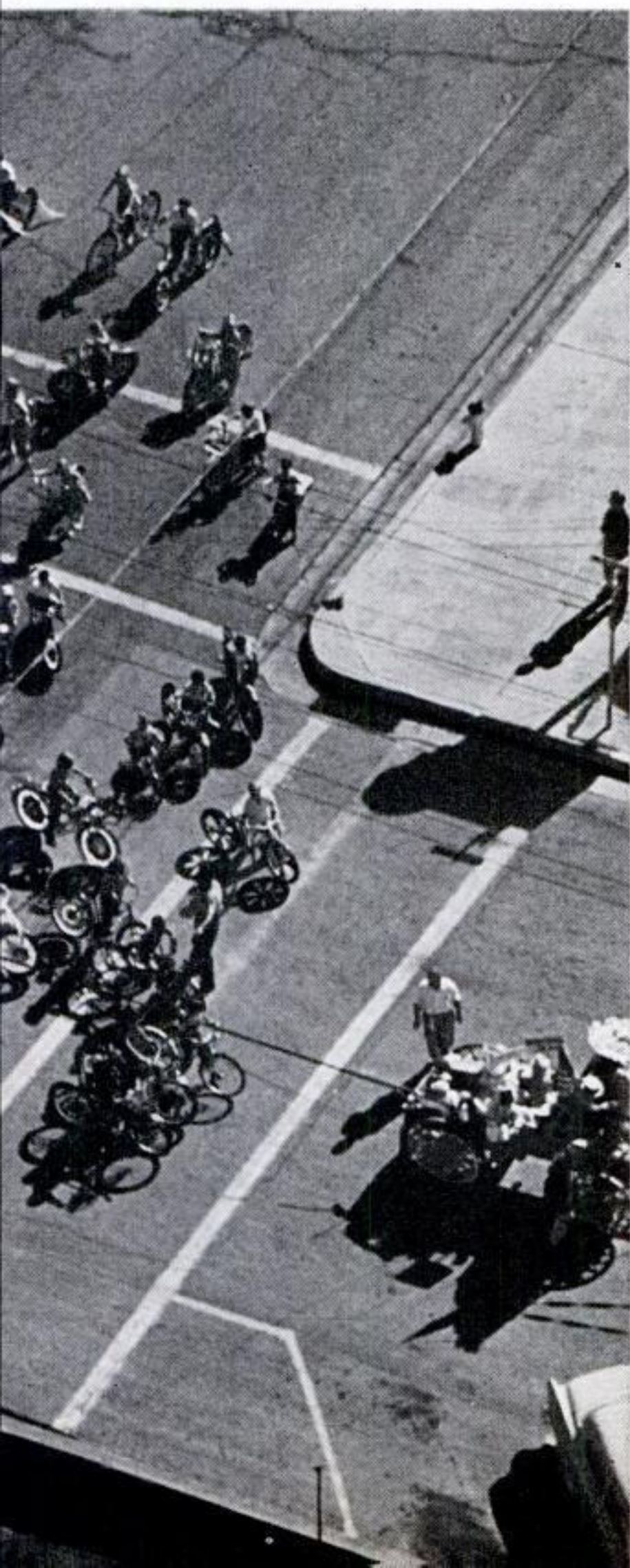
*Parading cyclists  
wheel around corner at  
Davis, Calif.*



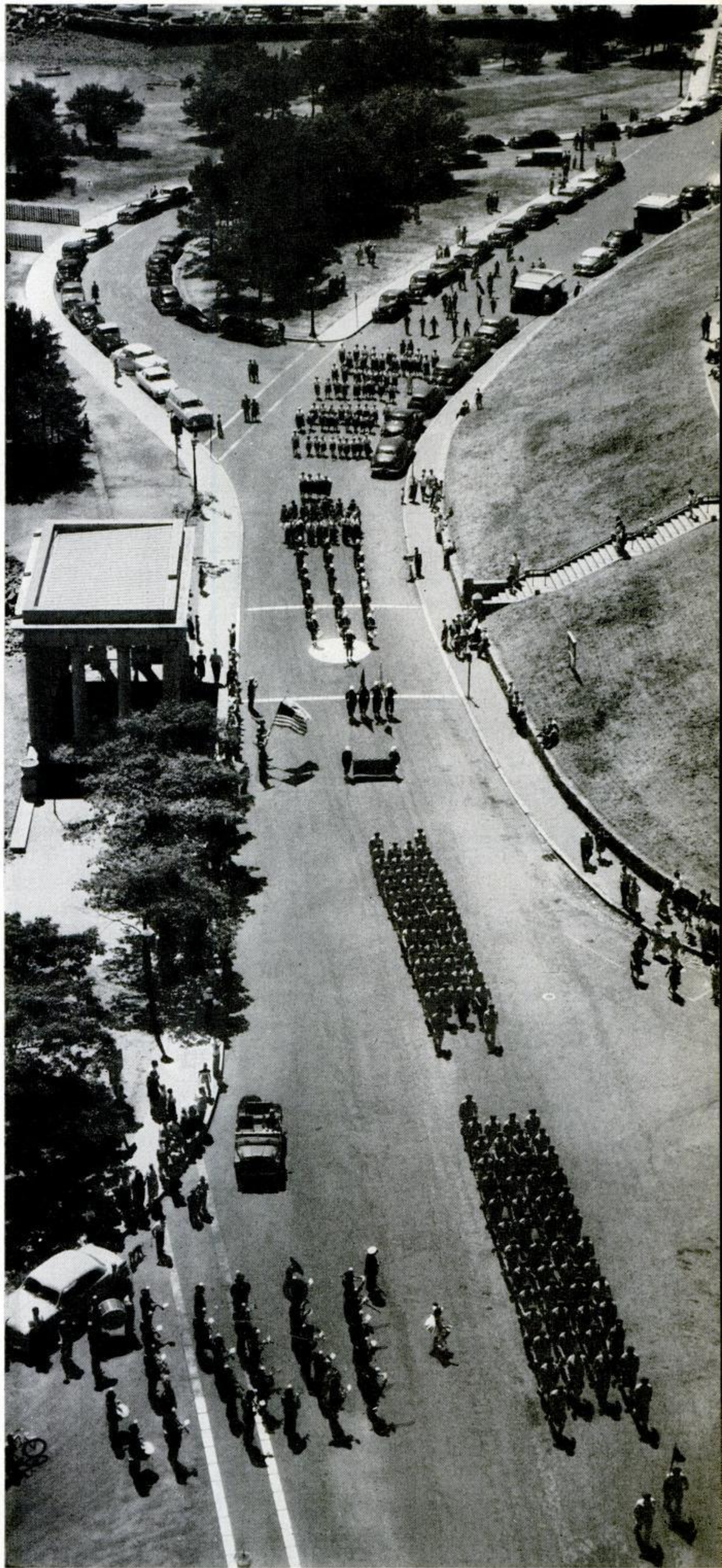




*Orator competes  
with swimming pool  
at Inglewood, Calif.*

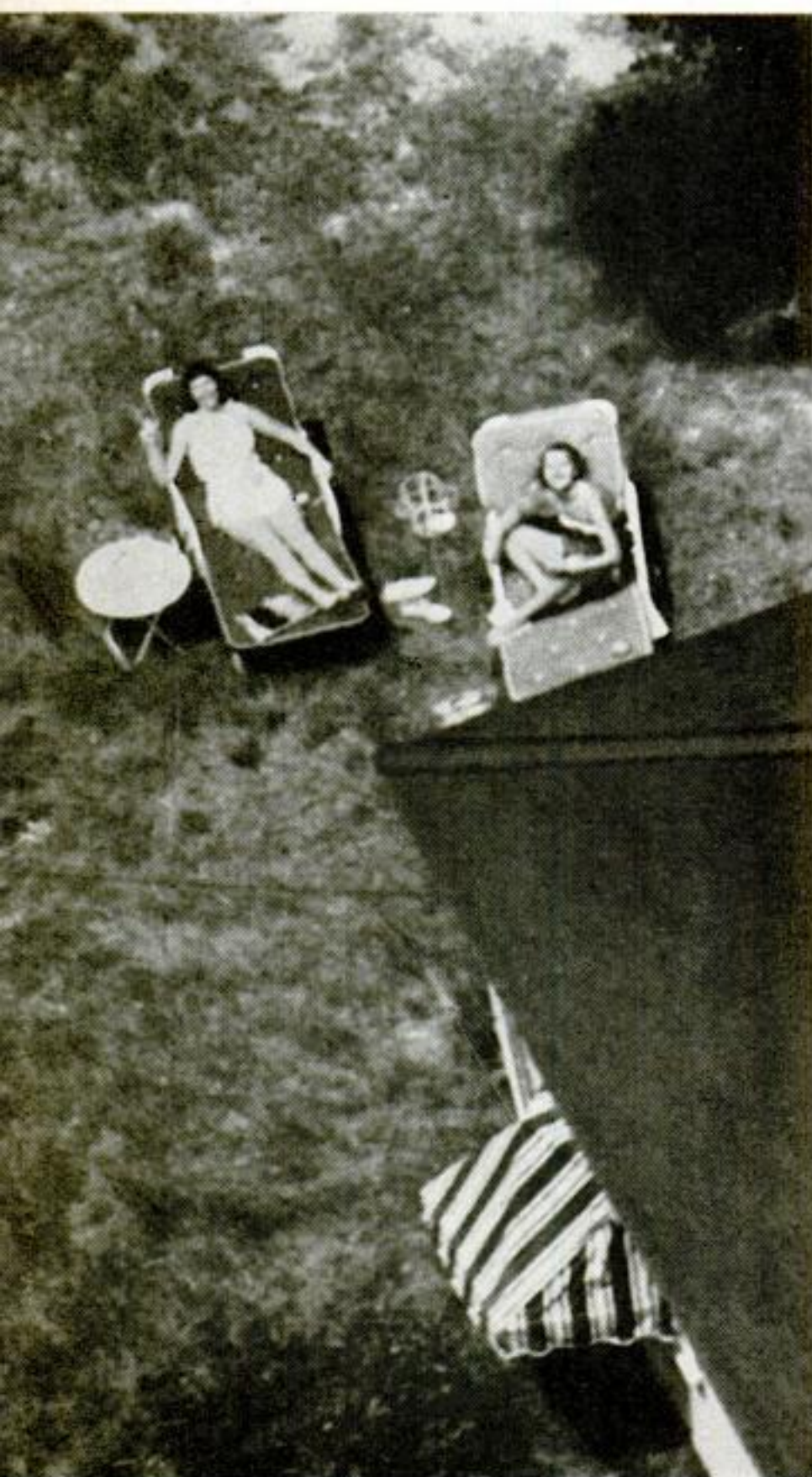


*Parade sweeps  
almost unwatched past  
Plymouth Rock*



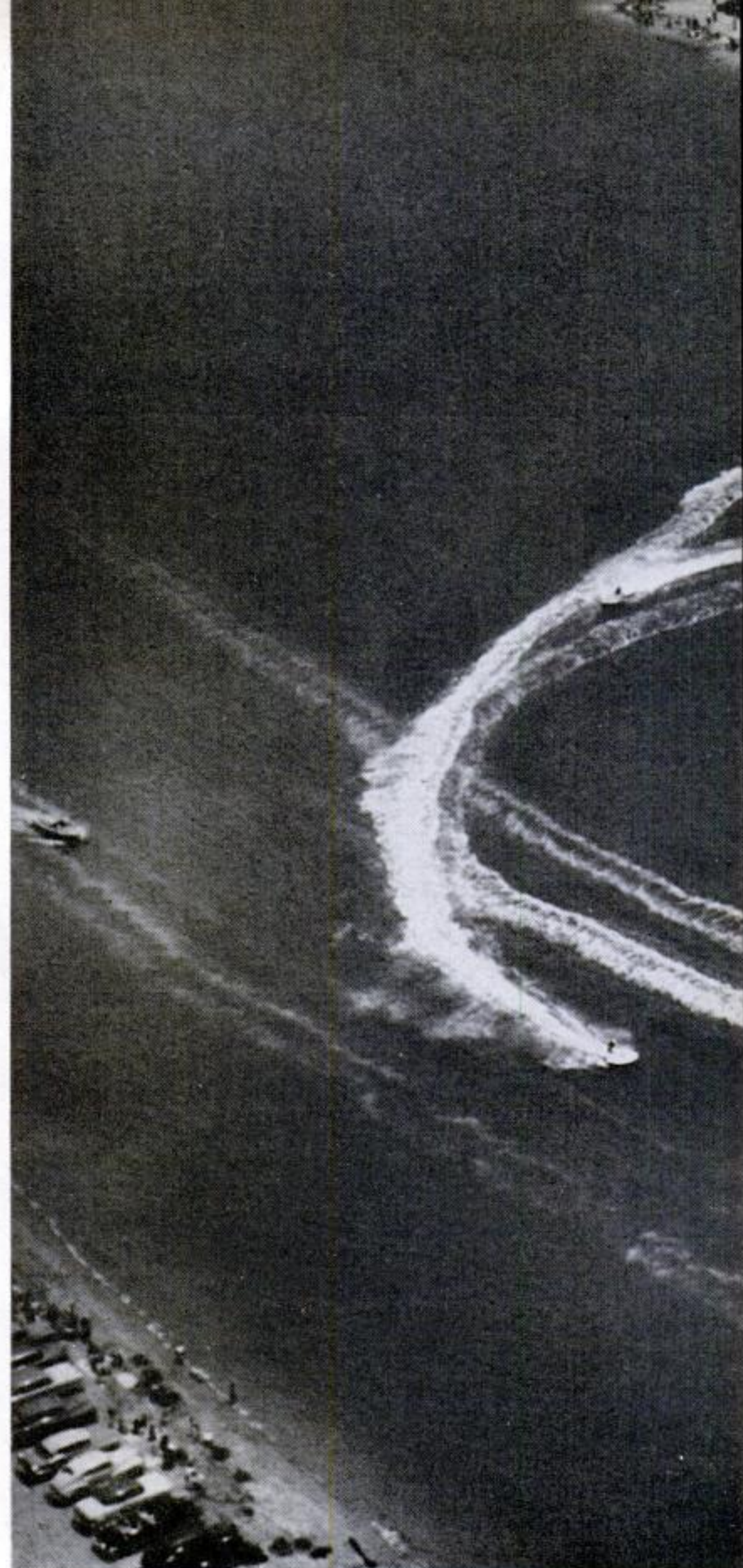


# ... everybody goes every which way



The helicopter school of portraiture reveals some minor details about George's boy that help make up the larger picture, as follows: near Rehoboth, Mass. live two citizens of such magnificent aplomb that they can actually smile when a helicopter seems about to land in their laps; some officials who conduct boat races should get more organized; and somewhere in California lives the most fantastically successful salesman of octagonal striped beach umbrellas the world has ever seen

*Swirling boats  
maneuver aimlessly at  
Long Beach, Calif.*







*Umbrellas sprout  
like big mushrooms  
at Santa Monica*





*50,000 people cluster  
beneath one grandstand at  
Hollywood Park*

## ... smallest parts suggest the largest



When it comes to fitting together all the parts of the portrait, a photograph showing 50,000 people at a race track might be included because that many represent one three-thousandth part of the flesh of George's boy.

Two people in a cemetery might be included to suggest part of his faith; and a family on a riverbank, peacefully and quietly and happily on a riverbank, to suggest his strength.

*A family waits for lunch  
to be caught  
in the Sacramento River*









TRUMAN



ACHESON



LIE



MacARTHUR



BRADLEY



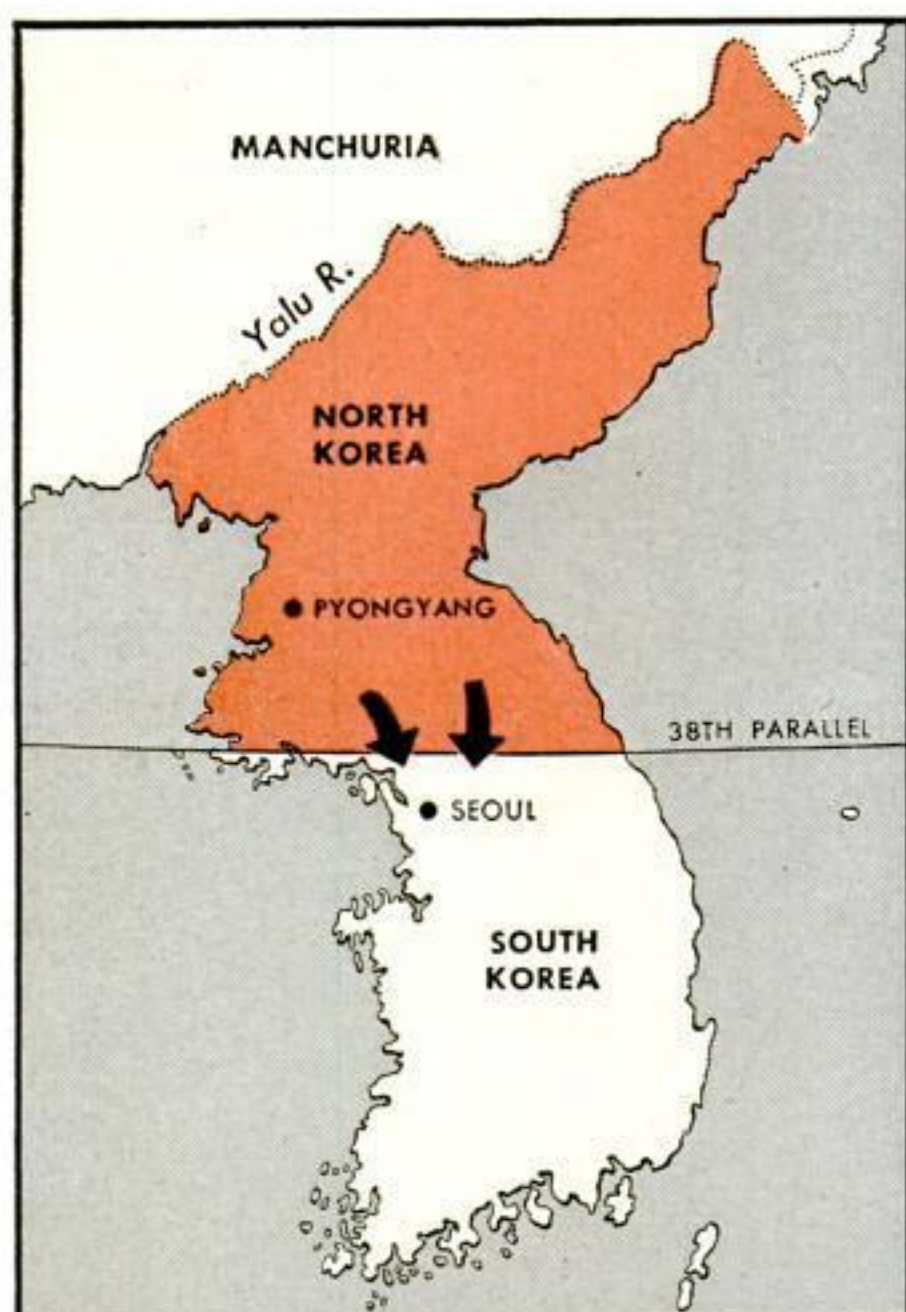
RIDGWAY



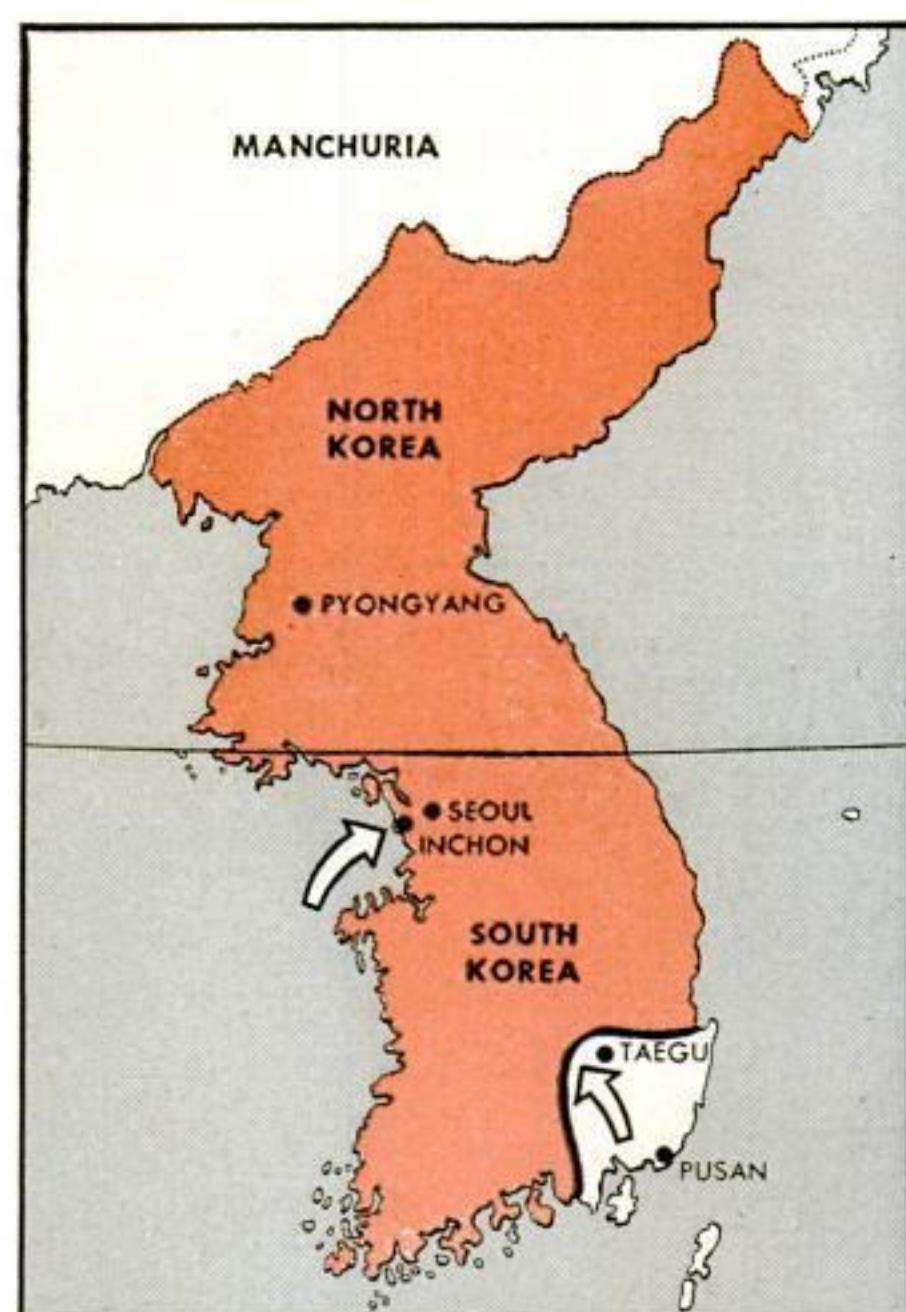
VAN FLEET

# THE CAUSE AND CURE

So ends the first war U.S. did not win. And so ends President



JUNE 1950: AGGRESSION AT THE 38th PARALLEL



SEPTEMBER 1950: THE U.N. LINE, BEFORE INCHON

The Korean war is ceasing to be a stalemate. Whatever else it may become, its long, frustrating treadmill phase is about ended. The American people wanted the stalemate ended; it was part of "the mess" they voted against last November. The Eisenhower administration wanted it ended. The rulers of Red China wanted it ended. Unless Syngman Rhee is excepted, the terms of a truce are now agreed to by all concerned.

But even if Rhee's considerable power to disrupt a truce is neutralized, that truce will bring little pride or joy to the American side. We cannot celebrate it; at best we can learn something from it, and from what led to it. These lessons should be swallowed now—before they get too cold or hot.

"A great country," said the Duke of Wellington once, "can have no such thing as a little war." There may be exceptions to this rule, but the Korean war was not one; it refused to be belittled. In point of casualties, it has been the third costliest foreign war in U.S. history (137,914). It was the first jet war, and taught our Air Force to fight victoriously at 600 mph. It was the first war in the midst of which the U.S. changed administrations. It did incredible physical damage: North Korea, its population cut in half, has virtually ceased to exist as a political entity, while most of South Korea's factories and schools are wrecked beyond repair. It tarnished the careers of more than one good American general. It saw one of the most brilliant of U.S. military exploits (the Inchon landing), the longest retreat in our military annals (from the Yalu).

One thing this war produced was a first-rate history. S.L.A. Marshall's *The River and The Gauntlet* is a unit-by-unit reconstruction of the rout of our Eighth Army in November 1950; from that disaster Marshall has hewn a frieze of unsung heroes at work. For example, Cpl. Walter Crawford of B Company, 9th Infantry Regiment, was one of 14 Americans on a knoll surrounded (at 20 feet) by 10 times that many Chinese Reds. "So tight was the space that when a grenade landed in the knoll, the defenders could not roll away from it. . . . Crawford and Cpl. James C. Curcio Jr. played in this fight as dangerous a game as any ever undertaken by two teen-age Americans. Strong throwers, and

agile of body, they cleared the surplus, heaving back such enemy grenades as the other men could not reach. The party estimated that 60 grenades dropped upon the knoll within two hours; of that number about 40 were pitched out again while still hot." Later, when the subject of awards came up, Crawford said, "There's a little girl in Virginia with whom I happen to be in love. The honor of being returned to the U.S. so that I can marry her is the only award I want from a grateful government." He was at a corny age then, 17. For more mature reflections one should consult those thousands of involuntary retreads, who fought with the added burden of started families, interrupted careers and the embittering knowledge that they had already done their share in World War II, like Michener's Lieutenant Brubaker (*LIFE*, July 6). The shares of war are never just—which is one reason Americans hate war. Korea has proved that Americans of all ages can still transcend this hatred; which is one definition of heroism.

Politicians seldom look good in wars. Ours didn't, though not for lack of honest brain-sweat. Some of the brows that sweated are pictured above. Though their errors and achievements had majestic consequences, they were all blurred by involvement in one fundamental ambiguity, that of an undeclared war fought by sovereign nations in the name of the U.N.

When the North Koreans marched south that weekend in June 1950, Truman, Acheson and Trygve Lie seized a chance in a million. Had Russia's Malik not been boycotting the Security Council at the time, or had Trygve Lie's conception of the Secretary General's job been more passively bureaucratic (more like his successor's, for instance)—then the U.N. would have been barred by its own structural flaws from trying to stop the aggression. As it was, Truman's rally-cry for collective security concealed these flaws behind the almost unanimous support of the free world, including that of the American people.

The honeymoon of collective security lasted less than six months. Perhaps it was never more than wishful thinking. The 52 nations who followed Truman in denouncing the aggressor, thus risking war with





MALIK



NEHRU



NAM IL



CLARK



EISENHOWER



ROBERTSON



RHEE

# OF THE KOREAN TRUCE

## Eisenhower's last inherited alibi for an ambiguous foreign policy

Russia, took just pride in their community courage but left most of the fighting to MacArthur. When the Chinese intervention began what MacArthur called "an entirely new war," these members—and many Americans—wanted to go on having it both ways. Although a new risk and a new decision were called for, the U.N. found it easier to downgrade the new war, while blaming MacArthur himself for having underestimated the consequences of too much victory.

From then on, U.N. resolutions lost all resoluteness. Nehru peeled off and became an outright appeaser. Attlee warned MacArthur not to recross the 38th Parallel. Eleven days after he did recross it, he was fired.

The MacArthur hearings contained over two million words, but they boiled down to a dozen: his own "There is no substitute for victory" vs. Bradley's "The wrong war, at the wrong place, at the wrong time." World opinion, afraid of Chinese "hordes" and Russian words, hid behind Bradley. With MacArthur in mufti, international bravery lost its focus.

Even self-limited by the Yalu and the U.N., the U.S. nevertheless came dangerously close to victory. Ridgway's "Operation Killer" destroyed two Chinese armies. Had our reserves, our intelligence and our political will been up to our firepower, we might never have succumbed to the truce-talk charade (instigated by Malik) that began in July 1951. Since then, using everything from germ-warfare charges to prisoner riots, the Reds have sought and achieved their major victories solely on the propaganda front.

For two years the armies which had earlier rolled up and down the whole peninsula (see maps) have scarcely strayed from where they now are. From the U.N. standpoint the present line is not the worst place to fight. The price of North Korean real estate, now defended 20 miles deep, has gone way up since MacArthur's day. Our Air Force can't cheapen it, for it has met its match in the A-frame—that medieval rack on the back of thousands of human pack animals, who, bearing twice their own weight, can offset a day's bombing every night while the rails are repaired. There are many technical reasons for the stalemate.

As General Van Fleet has made clear (LIFE,

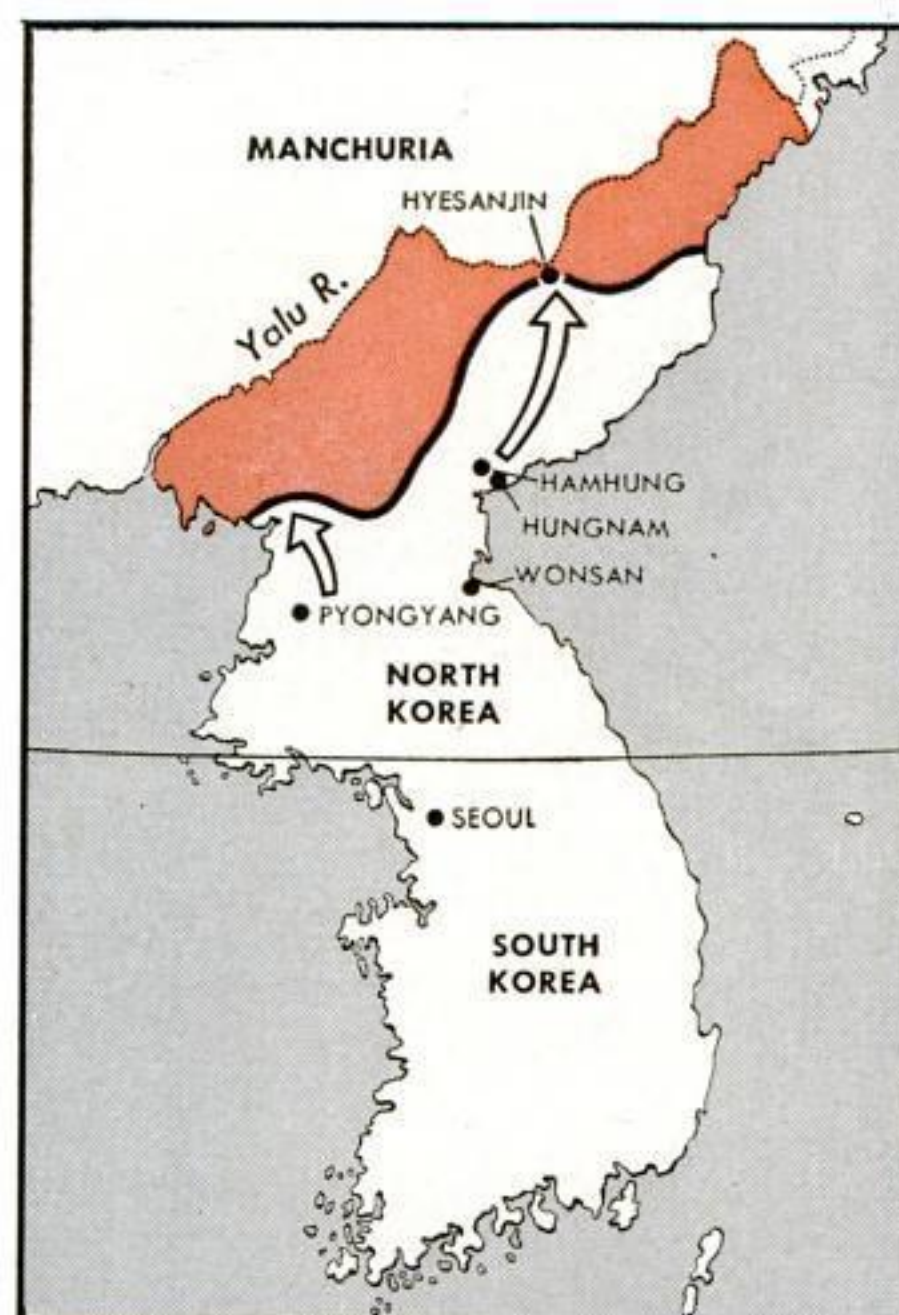
May 11 and May 18), these technical obstacles could be overcome if we had a defined military objective, and the will to reach it. The U.N. gives us neither. Only Syngman Rhee, whose country is not a member of the U.N. but has taken most of the casualties, offers us both.

Many Americans professed shocked surprise at Rhee's "troublemaking" and accuse him of treachery and opportunism. On the contrary he has been denouncing peace without victory and telegraphing his punches to anyone who would listen. He has changed in no respect except the size of his own armies which were deliberately built up by the U.S. Otherwise the Rhee problem dates back to the U.N.'s original self-deception in refusing to treat a big aggressor (Red China) like a small (North Korea). To Rhee the big aggressor is the more hated enemy and now occupies half his native land. His problem was always part of "the mess," a counterpoint to the stalemate.

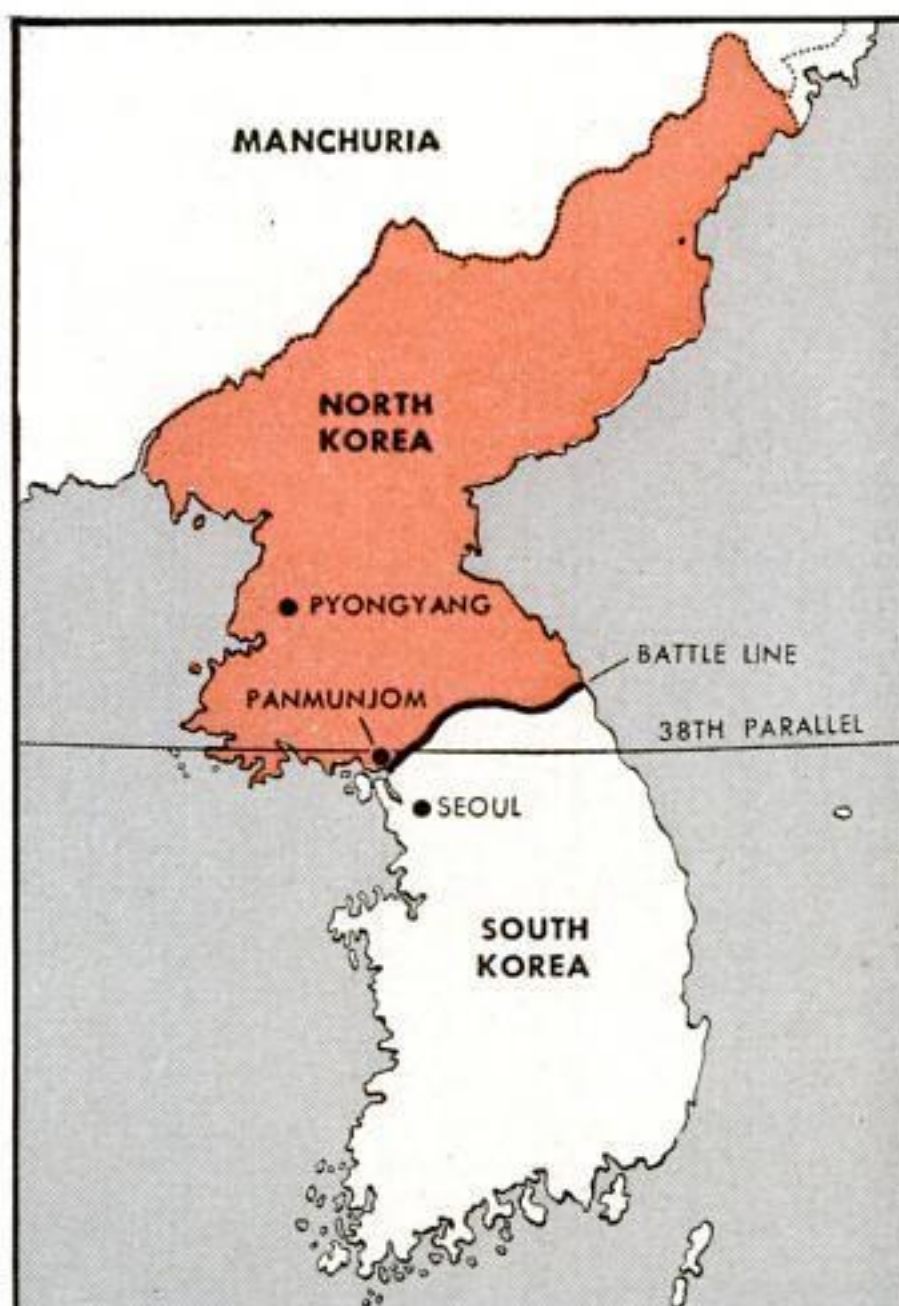
During the election, General Eisenhower promised to end the stalemate. He did not promise victory in Korea; nor could he extricate us overnight from the U.N. web. What he promised instead was a new, dynamic foreign policy which would transcend the worldwide political stalemate, even if it did not transcend the 38th Parallel. In that global context there were always good arguments for liquidating the Korean war, in order to regain the wider strategic options of an off-shore position.

Thus President Eisenhower can in good conscience sign away the first war the U.S. has not won. It was a freak war most of whose impossibilities he inherited. He can sign as an incident in the larger struggle against Soviet Communism whose fronts lie everywhere. Some of those fronts—notably in Eastern Europe—seem to offer more urgent opportunities for political action than Korea right now.

If the American will to win, which died long ago in Korea, is reborn at the free world's center and exhibited on all political fronts, Korea will not be held against President Eisenhower. But the free world is watching for signs of that rebirth. Korea is the last alibi. From now on, failure can no longer be blamed on the past.



NOVEMBER 1950: U.N. HIGH, BEFORE "NEW WAR"

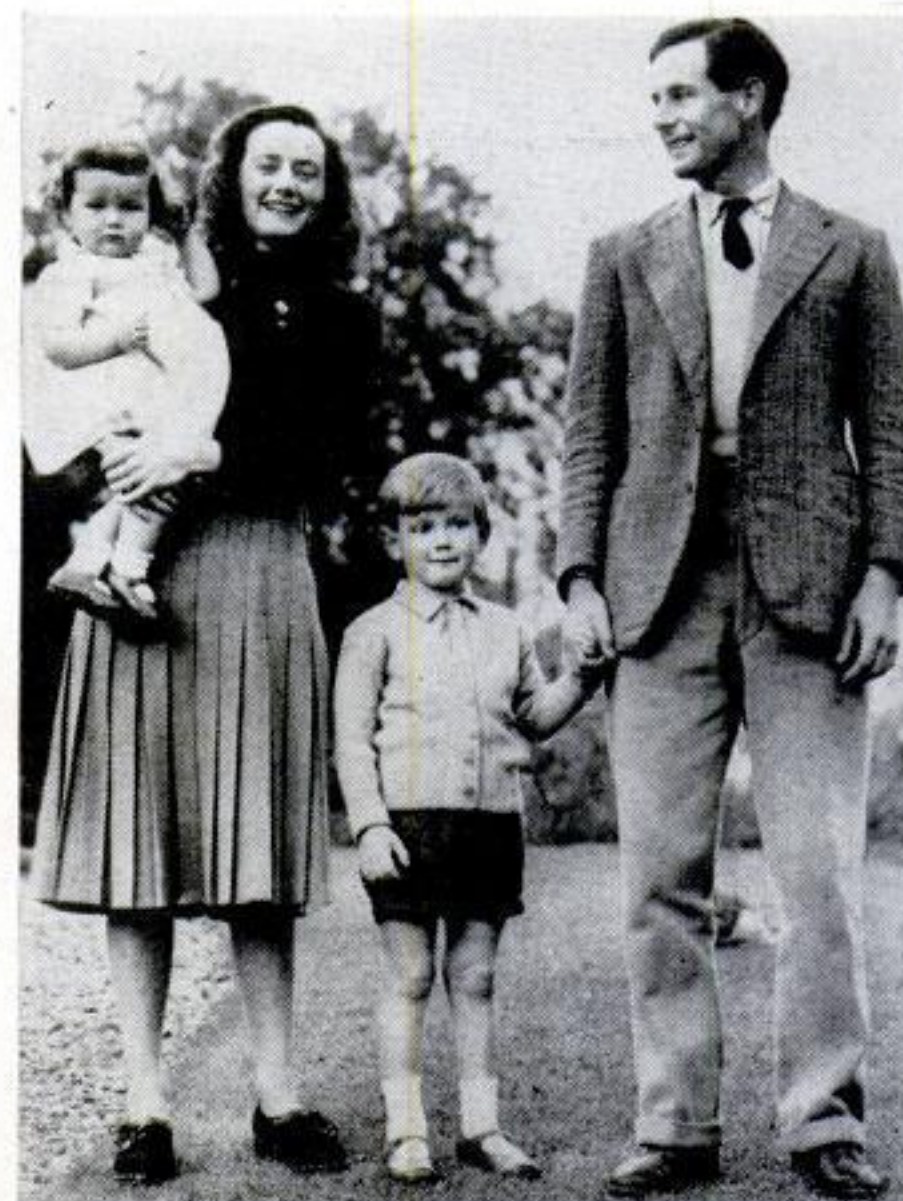


JULY 1953: THE LATEST BATTLE AND TRUCE LINE





FAR AWAY IN CHILLY BULAWAYO, RHODESIA, MARGARET WEARS MINK AT THE RHODES CENTENNIAL



**BEFORE DIVORCE** Townsend made a smiling group with wife and sons, Hugo and Giles (standing).

## A NEW ROYAL

Like her abdicated Uncle Edward

Last week, for the second time in a generation, the British people and the royal family woke up to a contest between stern tradition and the wayward human heart. Princess Margaret, who was in Rhodesia on a royal tour of duty, is in love. Like Uncle Edward before her, she wants to marry a commoner who is divorced.

The man is Group Captain Peter Wooldridge Townsend, a lean and dashing flier who, as one of the RAF's valiant "few," shot down 11 Germans in the Battle of Britain. Seven months ago, after 11 years of marriage, he divorced his handsome wife Rosemary on a charge of misconduct which she did not contest.

To dumbfounded British gossips, who had been busy for years linking Margaret with one young blade after another—a catalog of them is shown below—it was not so much that she

**HER SUITORS**, gossip said, included Lord Ogilvy who took Margaret to 1949 hunt but wed U.S. girl.



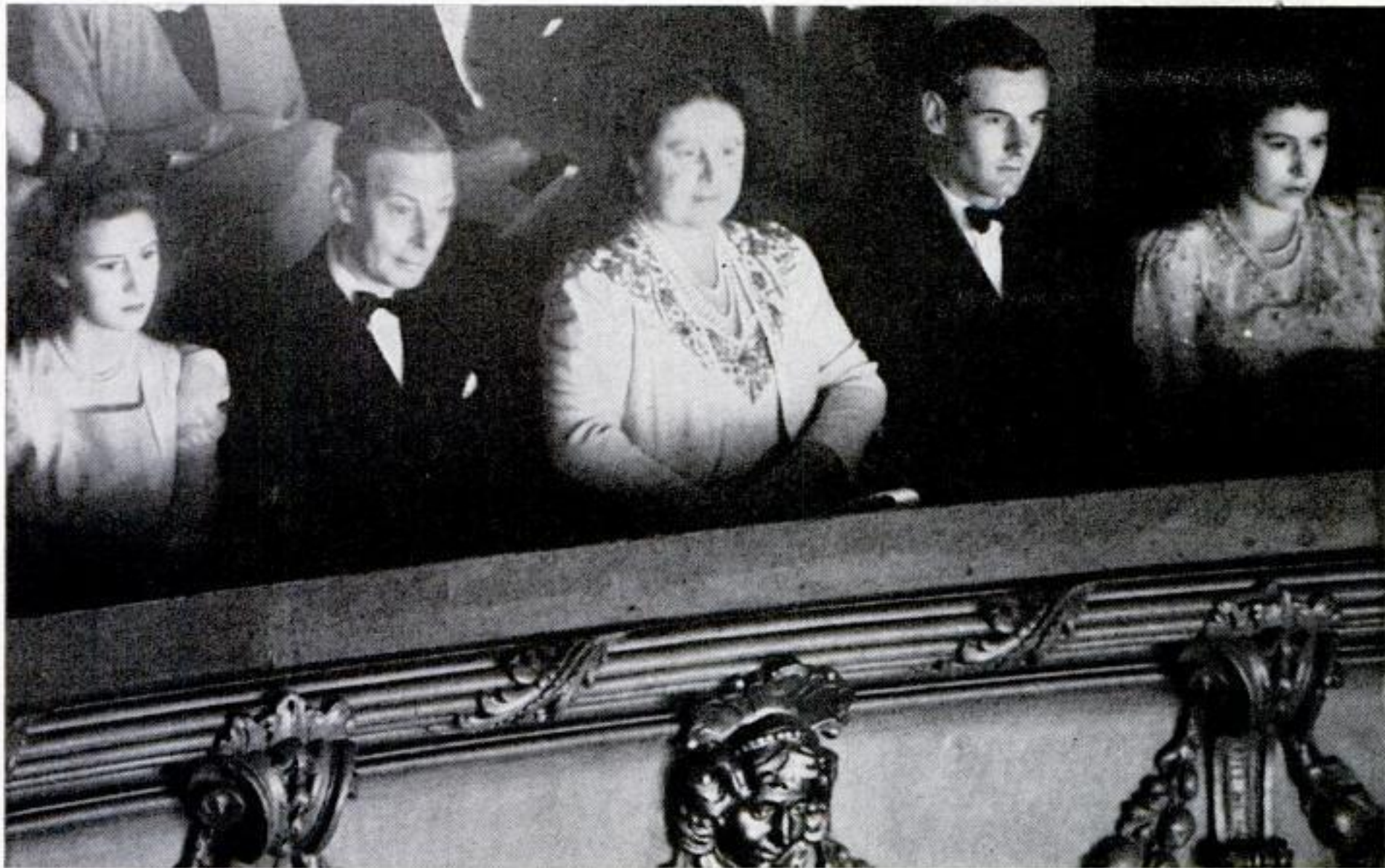
**DANCING PARTNER**, intellectual Mark Bonham-Carter, an M.P.'s son, stirred rumormongers.



**MAN ABOUT TOWN**, Marquis of Blanford, was a Derby escort but married businessman's daughter.







**WITH ROYAL FAMILY** Townsend attended the theater in 1946. Here he sits beside Elizabeth with

queen and king between him and Margaret. His wife complained he was too devoted to his duties.

## HEARTACHE FOR THE BRITISH

### Princess Margaret loves and wants to marry a divorced commoner

had fallen for the gay and witty war hero as that it had happened without their knowing. Actually Townsend, of whom a French woman friend has said, "I never knew a man could be so charming," was brought into the royal household as equerry to King George in 1944 and has been Margaret's constant companion since she was 14. What may have begun as a schoolgirl crush has ripened into deeper feeling as over the years he squired her to dances and horse shows, served as riding companion and flew her plane in the King's Cup air races.

But the 38-year-old Townsend, beloved as a family favorite, is something else as a prospective husband for 22-year-old Margaret. The Church of England would refuse to marry her to a divorced man. Until she is 25 Margaret herself cannot marry without the consent of

her sister and Queen Elizabeth, as head of the church, could not give that consent in a nation still sensitive to the scandal of Edward's abdication. If she chooses to defy both church and queen, Margaret would sacrifice not only her right of succession after Elizabeth's children, but her title as a royal princess and her £6,000 (\$16,800) yearly allowance from Parliament as well.

Hoping for a way out of the pathetic plight of Margaret's heart, the family was trying to gain time. With Princess Margaret in Rhodesia with the queen mother—it is winter there and gossips speculated whether her mournful face meant she was lovelorn or merely cold—Captain Townsend was suddenly relieved of his duties in the royal household and sent off last week as air attaché to the embassy in Brussels.

**1951 FAVORITE** in gossips' eyes was Sportsman Billy Wallace, who received polo cup from Margaret.



**HER FREQUENT HOST** at country parties was Earl of Dalkeith—until he wed Model Jane McNeill.



**LEFT BEHIND** after being scheduled for Rhodesia tour, Townsend makes recent formal appearance.



# LIFE ON THE NEWSFRONTS OF THE WORLD

West studies Soviet turmoil, McCarthy takes the defensive and Ike visits Southwest drought area



PRESIDENT EISENHOWER CHATS WITH DULLES OF U.S., BIDAULT OF FRANCE AND THE MARQUESS OF SALISBURY OF BRITAIN

In Washington the foreign ministers of the U.S., Britain and France—John Foster Dulles, the Marquess of Salisbury and Georges Bidault—met, chatted with President Eisenhower and went into a huddle. They had a long list of things to talk about: rioting in East Germany, incorporation of West Germany into the European Defense Community, France's growing troubles in Indochina, long-delayed truce in Korea, ways to build defenses in the Middle East. Also expected was a British demand for a Big Four meeting to include Russia. Just before the ministers started discussions the dramatic news came: Lavrenti P. Beria, Russia's deputy prime minister and head of all her sinister police forces (p. 33), had been arrested, the struggle for power within the Communist empire was reaching crisis state. Every problem before the foreign ministers increased its importance. The overriding questions no longer concerned possible Big Four meetings but centered on how best to strengthen the ties between the Western powers and how to take advantage of Russia's obvious difficulties.

Having imprisoned Lavrenti Beria, the Soviet Minister of Internal Affairs, and charged him with treason to state and party, Premier Georgi Malenkov picked a replacement: Sergei Nikiforovich Kruglov (right), a tall, dark, 53-year-old colonel general of police. He holds the U.S. Legion of Merit and is a knight of the Order of the British Empire, both awards having been given him for work as security officer at wartime allied conferences. A long-time subordinate of Beria, Kruglov is believed to be a good cop ready to obey the boss no matter who the boss turns out to be.

## An offer rejected

To distracted Russia went an American offer, noble in motive but also likely to distract Russia further. President Eisenhower proposed to rush \$15 million in foodstuffs to East Germany. The offer, expressing "deep concern with ... the increasing hardships" of East Germans and saying that "the United States has

traditionally sought to alleviate suffering, starvation and diseases" wherever found, left the Soviets stuck on the horns of this dilemma: if they accepted they would weaken Soviet prestige; if they refused, they would be in a morally uncomfortable position. Choosing to protect their prestige, Russia and the East German Communists angrily rejected the offer as an "insult." Replied Washington: the offer of food still stands, regardless. . . .

*Stanley Andrews, chief of the Point Four program, reported to a House committee on the sorry state of affairs in Libya. The prime minister didn't have a filing cabinet, there were no flunkies to bring him official papers and in fact no one knew how to write an official paper. Point Four has done its best to fix all this.*

## Joe backs down

For the first time since he failed to block Charles E. Bohlen's appointment as Ambassador to Russia, Senator Joe McCarthy was on the defensive. He had announced his determi-

nation to stand by J. B. Matthews, executive director of his Permanent Subcommittee on Investigations, despite the uproar over Matthews' charge that the largest single group supporting the Communist apparatus in this country was the Protestant clergy. A majority of McCarthy's committee demanded Matthews' withdrawal. Jewish Rabbi Maurice N. Eisen-drath, Catholic Monsignor John A. O'Brien and Protestant Dr. John Sutherland Bonnell sent President Eisenhower a telegram protesting blanket charges against the clergy. The President shot back a strong message saying he shared their views. McCarthy backed down and accepted Matthews' resignation. Then the Democratic members of McCarthy's committee, protesting McCarthy's absolute right to hire committee personnel, resigned too.

After weeks of crisis and tension the House finally granted President Eisenhower's request for a six months' extension of the excess profits tax by the heavy vote of 325 to 77. It was an important party and legislative victory for Ike, a bitter defeat for Dan Reed of New York, head of the House Ways and Means Committee, who had tried to force Republicans to defeat the tax.

## Across dry plains

Flying from Oklahoma City to Amarillo, Texas, all a man could see was seared brown and yellow fields. President Eisenhower flew over that course on the last part of a trip in from Washington and was appalled. In Amarillo he held a conference with the governors of six drought-stricken states, told a public meeting that the government would help, "and we are not going to wait until the last cow has starved to death until something is done."

*Nanga Parbat (Naked Mountain), world's seventh highest mountain (26,660 feet), became the second highest mountain ever to be climbed. The man who did it was Herman Buhl, a Tyrol mountaineer and off-season worker in a Munich sports store.*



U.S. GENERAL PARKS GIVES KRUGLOV MEDAL



# Lever Brothers offers you a new way to buy finest quality CANNON Nylons-and save 45%

*Unique "Pair-and-a-Spare" Plan gives you 3 finest Cannon Nylons —retail value \$1<sup>85</sup>—for only \$1<sup>00</sup> with box top from RINSO.*

HERE IS THE PLAN of a lifetime. Lever Brothers has arranged with the famous Cannon Mills to make their luxurious nylons available at factory prices to women who use Rinso. This new "Pair-and-a-Spare" Plan will cut your stocking budget almost in half!

The stockings are Cannon's finest quality 51 gauge, 15 denier sheers—exactly the same nationally advertised nylons sold in top stores all over America. And you can get them at factory prices!

They're fully proportioned in leg length as well as size... full-fashioned to give you perfect fit at ankles, calf and thigh. Cannon's high-twist threads resist snags and catching. Cannon's elasticity prevents runs from popping when you bend. These are nylons a girl can trust!

1. Colors are new "Woodlight" (beige taupe) and "Sunlight" (suntan beige), which go with everything.
2. Straight-as-arrow seams, elegantly-shaped heels make legs more shapely.
3. Luxurious sheerness looks like a sheer breath of color on your skin.

You get three stockings—a "Pair-and-a-Spare"—instead of the usual pair. Isn't that a helpful idea? When the inevitable finally happens, you don't have to throw away a perfectly good stocking because you don't have a mate of exactly the same color. You have a spare ready to replace it.

If you were to go to your store, you would find these same Cannon nylons would cost you \$1.85. But under our special "Pair-and-a-Spare" Plan you get three stockings for \$1—or three pairs for \$2.

This new, unique and convenient "Pair-and-a-Spare" Plan is not a one-time offer. You can now save 45% regularly on your nylons every time you buy RINSO.

## Why do we make this offer?

This offer is simply a new way to "win friends and influence people". If our offer of Cannon nylons results in your trying RINSO, we'll be repaid in the long run, because once you try RINSO, we believe you'll fall in love with it.

You'll find that the SOLIUM in Rinso leaves your wash whiter than new. You'll find that Rinso is better for your hands. And you'll save money, because you usually pay about 20% less for Rinso than for most washday products.

## Here's all you do

1. Clip and fill in the order blank on this page. Circle size, length and shade desired.
2. Mail it to us with \$1 and one box top from economy-size Rinso or two box tops from large-size Rinso for each "Pair-and-a-Spare" (3 stockings).



Under Rinso's new "Pair-and-a-Spare" Plan you get three Cannon Nylons —retail value \$1.85— for \$1. Or you can order three pairs for only \$2.

## CLIP NOW AND MAIL TODAY

### NYLON OFFER BOX 76, Albemarle, N. C.

Gentlemen: Please send \_\_\_\_\_ "Pair-and-a-Spare" sets (3 stockings) of Cannon nylons. I enclose Rinso box top(s) and \$1.00 for each set ordered. (No stamps, please.)

Name \_\_\_\_\_  
(Please print name plainly)

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

CIRCLE SIZE					
8½	9	9½	10	10½	11
CIRCLE LENGTH					
Short		Medium		Long	
CIRCLE SHADE					
"Woodlight" (beige taupe)			"Sunlight" (suntan beige)		

This offer good only in continental United States, Alaska and Hawaii. This offer subject to applicable state and local regulations, and may be withdrawn without notice.





## ♦ this diamond

was well known on French playing cards during the reign of Louis Philippe of the House of Orleans.

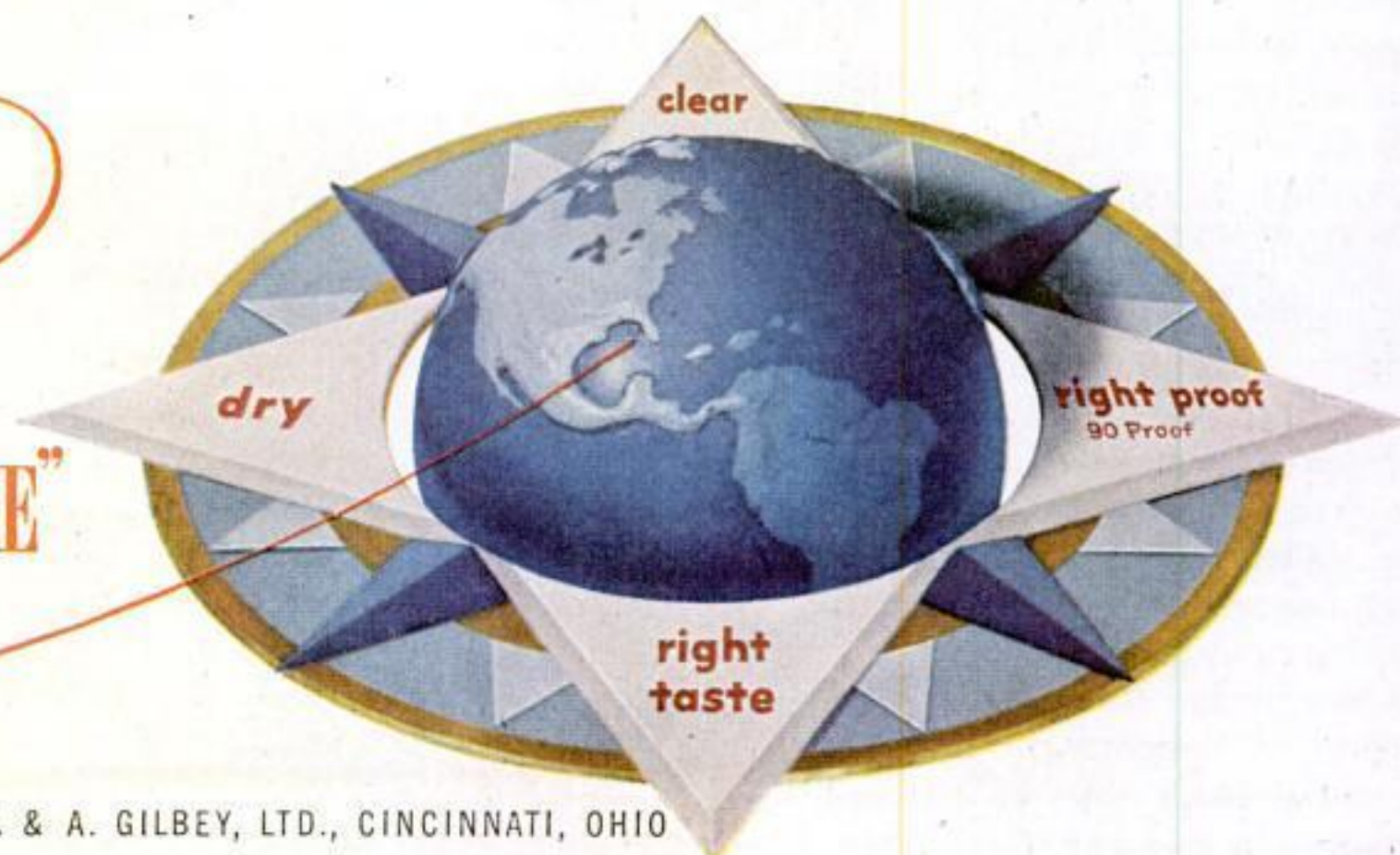


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IN 1949 BERIA (LEFT) AND MALENKOV STOOD SIDE BY SIDE TO SALUTE MAY DAY PARADE

## THE BERIA I KNEW

A onetime colleague of the deposed Red supercop tells the hidden story of conspiracy, betrayal and sycophancy that brought him enormous power

by ALEXANDER ORLOV

*The news of Lavrenti Beria's arrest did not surprise Alexander Orlov, who was an NKVD general when Beria's predecessors were purged. Here Orlov, who broke with the Soviet in 1938 and who recently described the Red terror for LIFE ("Stalin's Ghastly Secrets," April 6-27), recalls his own association with the police despot.*

I FIRST met Lavrenti Beria in 1925. I was then commander of the OGPU frontier troops in the Transcaucasia, and Beria was a promising young officer in the CHEKA in Tiflis. Actually the CHEKA—the old Soviet secret police—was now called the OGPU, but in the regional establishment covering the three Caucasian states of Georgia, Armenia and Azerbaijan the old name was retained. There was a reason for this: the very name CHEKA suggested terror, and in the Caucasus—that wild region which produced Stalin and where revolt is bred in the bones—something terrifying was needed to keep order.

Beria's title was Assistant to the Chief of the Georgia CHEKA. His boss was a stupid man and Beria soon was in a position of considerable local power. I saw quite a lot of him and was impressed by certain qualities he had. He was very intelligent, very industrious, very curious about other people, an inordinate gossip and a born intriguer. Intrigue and the pleasure of prying into the affairs of his associates or his enemies, getting something on everybody he could—this was his life. He literally did nothing else. We were young men together in Tiflis. I was 29 and Beria was about four years younger. The air and scenery around Tiflis are superb and whereas I went riding in the mountains and hunted whenever I got a chance, Beria never did. He preferred to gossip.

A Georgian born, like Stalin, Beria had many of the personal attributes of the dictator. He was good at ingratiating himself with those who were more powerful than he, and inasmuch as I was in that category he often came to me for advice or even help. I had a cousin who was far above Beria in the OGPU hierarchy, and this put me in a position to do him occasional favors.

Although he was friendly and amiable, with a quick tongue and a persuasive wit, Beria suffered from some severe handicaps at the start of his career. He had not taken part in the revolution or the civil war. Furthermore he was stuck away in the Caucasus, with little chance of impressing anybody in Moscow.

He determined to bring himself to the notice of the Party head of the entire area. This man was Sergo Ordzhonikidze, who will be remembered as the intimate friend of Stalin who helped the dictatorship convict one of the defendants (Piatakov) in the Second Moscow Trial, and who then mysteriously died a few weeks later. At the time of which I speak, Ordzhonikidze's tide was running high, and he was impressed with the abilities of the clever young deputy in the Tiflis office. Beria, realizing that he had caught Ordzhonikidze's eye, courted him assiduously. He also fed him a continuous stream of local political gossip, keeping track of all the groupings and regroupings, learning as he went just what kind of information Ordzhonikidze most wanted and playing whenever he could on Ordzhonikidze's suspicions of others. It was not long before he was rewarded by being appointed head of the Georgian CHEKA.

But the big job, bossing the entire Transcaucasian CHEKA, eluded him. This was because Stalin did not trust fellow Georgians with police power. He was afraid that they would have divided sympathies in the event of a rebellion. As a consequence his secret police head in the Caucasus was always a Russian. Georgians in general, and Beria in particular, resented this bitterly and were adept at making the job of the top CHEKA man so difficult that few lasted in office very long. Finally Stalin sent his own brother-in-law, a man named Redens, to take over. How Beria

CONTINUED ON PAGE 35

Grantham Rice  
ALL TIME  
ALL STARS  
of SPORT



The Unusual  
Records of  
BABE RUTH

One of the first men chosen for the National Baseball Hall of Fame, Babe Ruth holds over forty major league records. Among them: the most home runs in a lifetime (714), the most years leading league in home runs (12), the most home runs in one season (60 in 1927). Ruth hit more than 50 home runs in each of 4 years of play and hit 30 or more home runs in 13 of his 22 years of major league ball. Often forgotten is Ruth's outstanding record as a pitcher — pitching 163 games, winning 92 and compiling a lifetime earned run average of 2.24.

*Here's Another Unusual Record:* The first choice of America's first businesses is Atlantic Bond. 12 of America's 15 largest railroads, 7 of the 8 top book publishers, 10 of the 12 largest insurance companies use crisp, clear Atlantic Papers in their offices. Ask your printer to use Atlantic Bond. You'll find that your firm, too, will benefit from better looking letterheads and office forms.

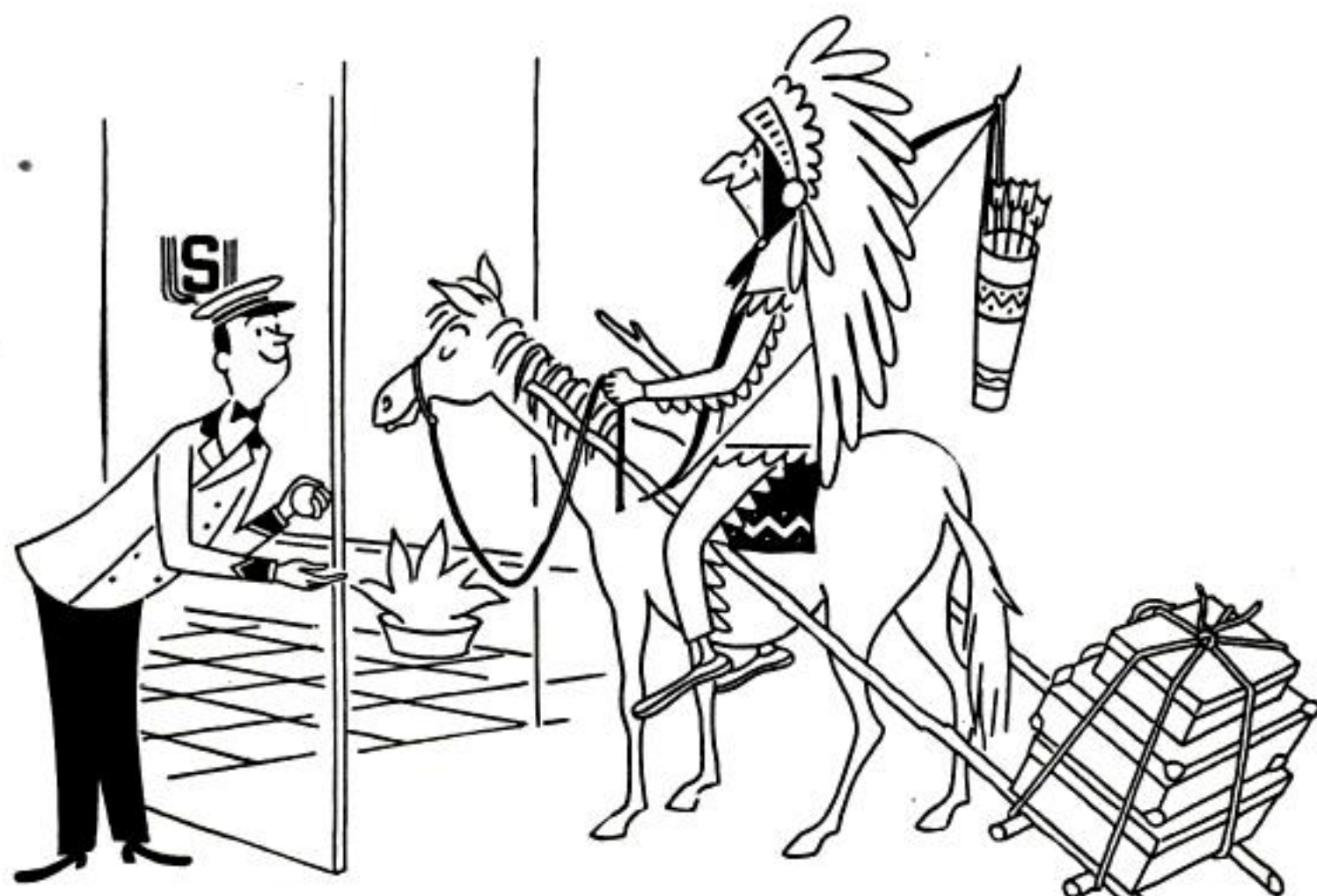
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For a handsome illustrated guide to the National Baseball Hall of Fame, attractively printed and suitable for framing, ask your printer or write on your letterhead to the Eastern Corp., Bangor, Me.





1. Said Jumping Horse, the Indian Chief, "I leave-um reservation To come to town and see-um sights and have heap big vacation. I go to Hotel Statler—every man say that's the best; You get-um more for wampum, and you really be-um guest."



2. His Statler room was spotless clean from radio to rug. Chief Jumping Horse was quite impressed—he told the bellman, "Ugh! This wigwam plenty good! I stay—I like-um big soft bed. It suitable for Chief like me to lay his noble head."



3. "How! How!" cried Jumping Horse, when he was in the Statler tub—"How come this water good and hot? Is perfect for a scrub! How come is so much soap? How come these towels all so white? How come I never come before to Statler for-um night?"



4. When later in the dining room he saw his order come, He dove right in and ate it, and exchanged his "Ugh!" for "Umm!" He told the waiter, "Tell-um chef I say him write a book, So Jumping Horse can give to squaw to teach her how to cook."



5. Next day, the big Chief Jumping Horse was seen up on the roof Engaged in sending signals, which translated poof by poof, Read, "Indian braves, stay Statler when you travel anywhere— Take trail to heart of town—you sure to find-um Statler there!"



STATLER HOTELS: NEW YORK • BOSTON • BUFFALO • DETROIT  
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ANOTHER GREAT NEW STATLER—HARTFORD  
(OPENING SUMMER, 1954)

**Do you owe yourself a treat? Make it a weekend at the Statler!**



## BERIA CONTINUED

dealt with Redens illustrates his ability to turn a seemingly hopeless situation to his advantage.

Redens was a general, a handsome man covered with medals. He was also a confirmed lady killer. When he was on the prowl he never wore his uniform. Because he had a jealous wife and a jealous sister-in-law, Stalin's wife, he preferred to conduct his amours incognito. Beria arranged for a stunning Georgian girl to cross Redens' path. The inevitable happened. Later in her apartment her "husband," a huge man with pistols and a dagger, came home unexpectedly. There was a frightful row, the neighbors woke up and the local police were called. Redens was in a dilemma. If he revealed his identity the word would get around; if not, he might be held incommunicado indefinitely. So he asked for permission to call Beria, using his first name only.

Beria, instead of simply and discreetly instructing the police captain over the phone to let his prisoner go, said, "I'll take care of it," and hung up. In a few minutes a squad of CHEKA police assaulted the apartment, overcame the local constabulary and announced with a flourish, "Comrade Redens, we are at your service."

The local police were flabbergasted at the identity of their captive, but they were not stricken dumb. Such a hot piece of gossip could not keep; it soon found its way back to Moscow, and Redens was recalled. Stalin's suspicion of Russians now matched his fear of Georgians; it wasn't long before Beria got the job.

By that time it was possible for Beria to be doing favors for me. I had a vacation coming up and I asked him where I might have a restful time in pleasant mountain surroundings. He recommended a sumptuous villa, newly finished near the town of Gagry. But I only stayed a week. There were guards everywhere. If I opened a window a man jumped to attention. There was no privacy, no rest. I found out later that the villa had just been completed under Beria's orders for Stalin, and that I was in effect a stand-in for Stalin, a reliable acquaintance on whom Beria could test the staff to see how smoothly it ran.

Still Beria had not met Stalin. This situation was corrected in 1930 when a party conference was called in Moscow. Ordzhonikidze took a platoon of delegates to this conference, among them Beria and Beria's deputy, a man named Lordkipanidze, who was my best friend. It was from him that I learned what happened to Beria when he met Stalin.

He had never been there before. He was utterly unknown outside of the Caucasus. However, he was a Georgian. He could speak to Stalin in his native tongue and he did so at a banquet given in Stalin's suburban villa, regaling him with second-hand anecdotes of revolutionary

L. B E R I A

### ON THE HISTORY OF THE BOLSHEVIK ORGANIZATIONS IN TRANSCAUCASIA

**BERIA'S BOOK**, which recast Red history in order to praise Stalin, was published in English in the U.S. in 1935.

days in the mountains and bringing him up to date on his old comrades. Beria also was able to identify himself to Stalin as the man who had been relentlessly persecuting Trotsky's followers in the Caucasus. This was no small task, since Trotsky had been fantastically popular there. When Beria went south after the conference, he was no longer unknown. Shortly after that Ordzhonikidze was called to Moscow and Beria took his place as top man in the entire Transcaucasus.

His next great opportunity came as a result of Stalin's desire to rewrite the history of the Party in such a way as to build up the dictator's inconspicuous role in the Bolshevik Caucasian underground. Inasmuch as Stalin had spent his youth in the territory that Beria was now governing, Beria seized on this chance to concoct a glamorous biography of his chief. Working with a group of imprisoned Mensheviks who had been impressed as "historians," and with a friend named Merkulov from the NKVD (the new name for the OGPU), Beria produced a 206-page "history" in record time. It pictured Stalin as a fearless leader and inspired friend of the people, who was always on hand to unite and inspire them when things were blackest. This history was sent to Moscow, "edited" by Stalin and returned to Beria, who read it aloud during a couple of sessions of the Georgian Communist Party conference. The fairy tale instantly became the official bible of Stalin's

CONTINUED ON NEXT PAGE



## *I dreamed I went on a tiger hunt in my \*maidenform bra*

I'm the daring young lady from Niger,  
Who smiles as she goes hunting tiger;

My figure is svelte,

The best on the veldt . . .

Or anywhere else, says the tiger!

The dream of a bra: Maidenform's Maidenette\*

in acetate satin and lace; broadcloth

and lace; or nylon taffeta with nylon marquisette . . . from 1.50

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THAT'S SCENTED  
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**P.S.** —————→  
For your *face*, of course, the perfect after-shave powder is *neutral-tinted* Mennen Talc for Men!



**MENNEN BATH TALC FOR MEN**



**BERIA'S UNLUCKY PREDECESSORS**, Yagoda and Yezhov, were chiefs of secret police in 1930s. Yagoda (*left*) was fired in 1936 and executed in 1938. Yezhov "disappeared" shortly thereafter, thus clearing way for Beria.

#### BERIA CONTINUED

early career and has remained so ever since. Millions of copies were printed and distributed to every party cell.

One item in the biography which was *not* printed has been described to me by my friend Lordkipanidze. It recalled that Stalin, while working in the underground, used to hole up occasionally in an astronomical observatory in the mountains. Beria, in describing this phase of Stalin's career, noted that a number of astronomical discoveries had been made at about the same time, and so he claimed a couple of new planets and stars for Stalin. But the dictator, feeling that such a claim would lead to embarrassing technical explanations, modestly declined to accept the credit and had the anecdote expunged.

What the biography did for Beria was to make his name famous throughout the party. Now everybody knew who Lavrenti Beria was, and he began to appear in all eyes as an authority on ideological party matters. His position and influence were very high. He came to Moscow often, saw Stalin constantly and conferred with him regularly. His long apprenticeship in how to get along with Ordzhonikidze proved helpful now, for Stalin and Ordzhonikidze were very much alike. He was even more successful with Stalin because Stalin was more acute and better appreciated the subtle qualities of Beria's intellect.

Beria, in his turn, became more and more adept at guessing Stalin's moods, reading his mind and anticipating whom Stalin was going to begin to dislike. He soon grew to resemble his boss very closely in all characteristics save one: he lacked Stalin's iron will and he was a coward at heart.

All this time Stalin was obviously grooming Beria for a position in the Kremlin. In 1938 Henry Yagoda, the chief of the entire Soviet NKVD, was tried and executed, and it seemed as if Beria's hour had struck. But he was passed over. Why? Stalin did not want to have a Georgian occupy the post of secret police killer and purger. Georgian cruelty and intrigue were getting a bad enough reputation as a result of his own activities, and he felt that it would be wiser to have a Russian doing the dirty work of executing Russians in the third trial and in the purges which followed. So Yezhov got the job instead of Beria, did the dirty work and *then* Beria came in and purged the purger.

As NKVD head, he now wielded immense power and was, in fact if not in appearance, the number two man in the Soviet government. He continued in this exalted position as long as Stalin lived.



**AT STALIN'S FUNERAL** future looked bright for Beria (*right*) who with Malenkov was lead pallbearer. Molotov (*center*) walked behind Stalin's son.



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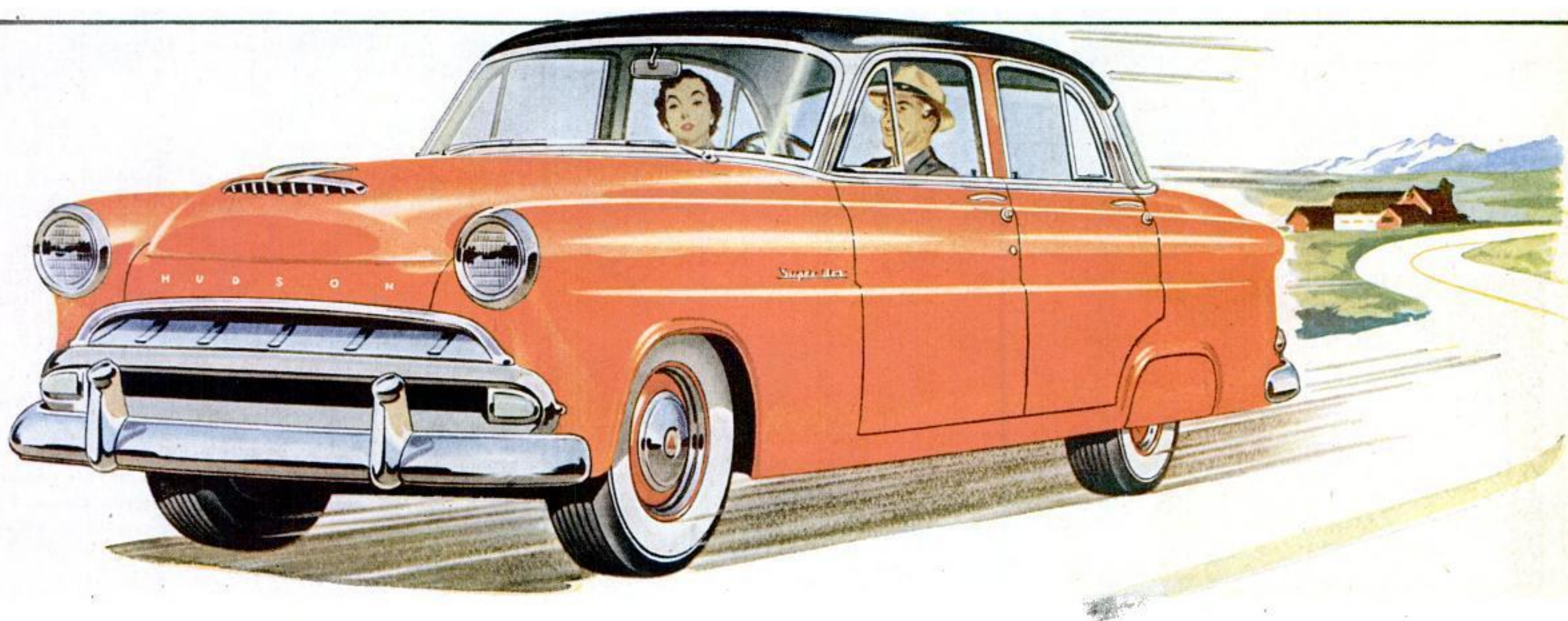
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Exquisite as a jewel case . . . quick and powerful as a panther

# HUDSON *JET*

**Because it's wonderfully compact, it's a delight to handle, drive and park in today's traffic . . . and there's ample room for six.**

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This is the answer to traffic and jammed streets . . . a perfect jewel of a car that a woman can park in a tight place or back out of a narrow garage. One ride tells you it's a performer—one look that it's luxuriously beautiful; that it has quality in every detail. Try the Hudson Jet at your dealer's.

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In durability and quality a worthy companion to the **HUDSON HORNET AND HUDSON WASP**





A PLAYFUL VAN FLEET (ABOVE LEFT) WRESTLES PARTNER'S STILL WARM BEAR ONTO BACK FOR SKINNING BEFORE RETURNING TO CAMP, COFFEE (BELOW).





# THE GENERAL BAGS HIS BEAR

Back from hunting in Alaska a famous soldier tells of 'greatest thrill a sportsman can have'

by GENERAL JAMES A. VAN FLEET

**F**OR 20 years it has been my ambition to go to Alaska and hunt the great brown bear which roams the wilderness of that stark and beautiful country. The Alaskan brown bear is the largest and most powerful carnivorous animal I know of and long before I ever faced one I considered it the most exciting game in the world. Throughout all the years of war in Europe and the months I spent in Greece and Korea harboring that ambition, I planned and replanned the trip even down to the detail of guides. So upon retiring from the Army this spring my first act was to organize a party of close friends who share my love for guns, hunting and the outdoors.

In the group was Colonel Welcome Waltz, Infantry, Ret., who had been lion hunting with me in Africa. We were joined by another crack shot, Coy Holt, a Texas rancher, and his 22-year-old son Nick, who was my bodyguard in Korea. We were almost inseparable while I was there.

We assembled in San Francisco in early May and flew to Anchorage, Alaska. We were accompanied that far by Mrs. Waltz and Mrs. Van Fleet. But since it was our intention to rough it, we left the women behind at Anchorage to let them amuse themselves fishing, sightseeing and playing bridge at nearby Fort Richardson.

A major contribution to the success of any hunting trip is the caliber of the guides. We were fortunate in having the best. Our chief guide, Mike Uttecht, a trapper by winter, a fisherman by summer, knew every stone of our destination in the Alaskan Cold Bay Region. As additional guides we enlisted three servicemen, Paul Harter, Leslie Story and Edwin Bendixen, who were on leave. If you think there was consciousness of rank among us, I vigorously wish to say we were all equals and pitched in to help each other, whether it was carrying loads or making coffee. There's just not room in the outdoors to be snooty.

Mike was waiting for us at Anchorage, with a long face, however, and word that because of abnormally heavy winter snows the bear were still in hibernation and wouldn't venture out for another week. The hunt was off for seven days.

Colonel Waltz and I hitched rides to Point Barrow in the Arctic, the northernmost point in Alaska. We inspected the Eskimo National Guard and met the Eskimo people. What seems as amazing as anything else in that region is the striking similarity between the Eskimo children and the youngsters I remember so vividly in Korea.

To get to the Cold Bay area, which is on the Alaska Peninsula in southwest Alaska, we flew by sea plane, paddled in rubber boats and went on foot, infantry style. Each man carried his own rifle, sleeping bag, and pack. In addition we had a two-week supply of C-rations, a coffee pot,

CONTINUED ON NEXT PAGE



**CUTTING VAN FLEET'S BEAR**, a guide makes first incision to free coat while Coy Holt pulls the hide taut. The general was busy taking this picture.



**RUBBING SALT** in hide is done by guides to preserve it until end of trip when skins can be taken to taxidermist for cleaning, tanning and trimming into rugs.



**PADDLING AWAY** from camp with skins bundled into 150-pound souvenirs of bears that weighed 1,600 pounds, hunters head home after 12 days in rough.



**VISITING ESKIMOS** in side trip to the Arctic, Van Fleet (right) and Waltz stand with a teacher and her Eskimo tots.





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AT BETTER  
DRUG, DEPT.  
AND MEN'S  
STORES



**PIGGYBACK RIDES** across icy mountain streams are given by Nick Holt (right) and guide, who have hip boots, to Coy Holt and Waltz, who have none.

## GENERAL'S BEAR CONTINUED

a Coleman stove, tenting and 120 pounds of salt for preserving skins.

Even in May temperatures at night drop below freezing and don't rise beyond 32 until midmorning. You wash in the aching cold waters of streams that would be solid ice if they were still. But scalding black coffee restores a man's temperature to normal. After a breakfast of C-ration we were ready to move out of base camp for the first bear. I must admit pulses quickened when 100 yards out of camp we sighted him, frolicking in the snow—before he caught our scent and in a flash of lumbering motion went off in the thick brush.

During that and the next couple of days, we spotted more bear than I can remember and never fired a shot. Why? Quite sensibly, Alaskan regulations permit a hunter to shoot only one bear a year in this region. With a one-bear limit and plenty of time, you choose the best specimen you can find. We narrowed our selection even further as the result of a small episode. I saw a mother bear come out of hibernation with a cub and observed her through field glasses giving the little one exercise—chasing, catching up, chasing some more. At long last she took the cub in her bosom for milk. The touching experience led to a declaration: we would kill only large, old males.

Though we agreed on what to hunt, we were of many minds on where to hunt. As the animals detected the scent of intruders in the neighborhood, the plentitude began thinning. The only choice seemed to be to split into three parties and strike out for fresh territory. Four-thirty one morning Story and I set out for the monumental cliffs and crags of Cathedral Valley. We camped there two days and returned to the base discouraged and empty handed. Not Waltz. He followed us into camp from Right Hand Valley in a highly elated state. That afternoon he had seen and shot the first bear of the hunt.

The next morning Coy, Mike and I had established camp in Right Hand Valley ourselves. It was in the treacherous and rugged terrain of this insignificant divide in the mountains that I was to experience the most thrilling moment in my hunting life.

While preparing lunch Mike's sharp eyes picked out a group of trophy bears, sunning themselves a mile up the valley. We would skirt around and stalk from a plateau above. After an arduous hike across snowfields we were close by and above. Only 100 yards away a beautiful dark bear was asleep on pinnacle rocks. Approaching with several others from farther below was an equally elegant bear of a light fur.

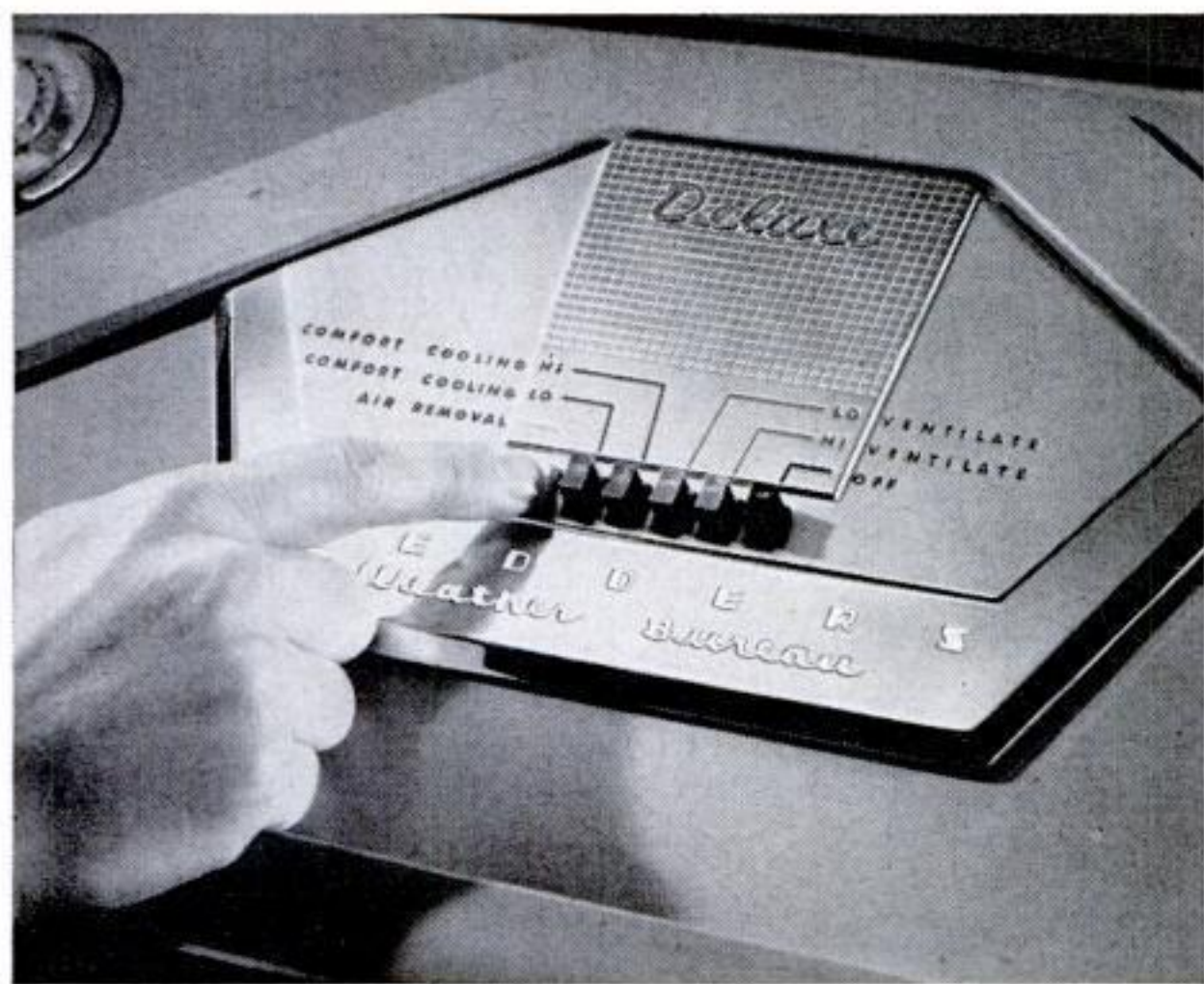
Coy gave me my choice. I gave him his. Then we agreed to draw and he won. He chose the dark bear for its magnificent fur. But I was to shoot first since Coy's was asleep and would require a gunshot to bring it to its feet. At 200 yards I took aim. Mike called "shoot" and out went my first bullet.

I honestly believe I was more surprised than the bear when he did not drop but moved downhill at a tremendous speed. I was sure I had hit him. I pulled the trigger a second time—with no response. For an instant I had forgotten that I was not using an M-1, the infantryman's standard rifle, which reloads automatically. I quickly recovered my senses and remembered that what I was using was a .375 H. and H. Magnum Winchester rifle with bolt action. In a flash I reloaded and had the scope on the back of the bear only to realize I had committed a second error. For 38 years I have tried to pound home to soldiers the principle of *continuous field of fire* and I had violated that elementary principle by picking a firing position where rocks and clutter gave me a discontinuous line on the bear. I mention these blunders only because the next point is more to my credit. There was every sound reason to

CONTINUED ON PAGE 42



# DON'T INVEST 5¢ IN ANY ROOM AIR CONDITIONER until you know these important facts!



## Amazing 1953 Fedders Room Air Conditioners give weather you want with touch of a button

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The flick of your finger controls the amount of cooling—all the way from Low for a refreshing night's sleep to powerful High for a pleasant afternoon watching baseball on TV when it's blazing hot outside. In addition, you just push a button on the Fedders Weather Bureau to ventilate a room...eliminate stale, smoky

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designing precision cooling systems for fine automobiles and refrigerators. Fedders can put greater cooling power at your fingertips because the V-Coil has more square inches of cooling surface! It's illustrated in Fedders free booklet!

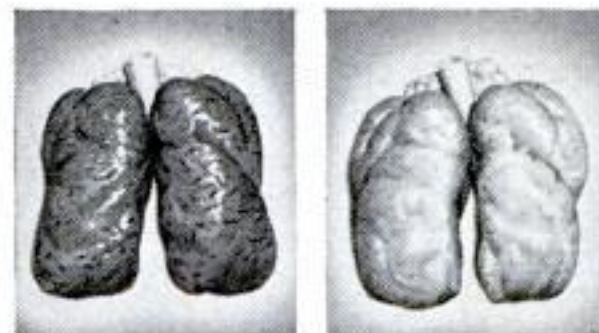
## New 1953 Fedders Room Air Conditioner Yours for as Little as \$3 A Week!

Gone are the days when only millionaires and Hollywood stars could afford genuine electrically refrigerated air conditioning! Now you can have a Fedders Room Air Condi-

tioner—with 57 years of engineering built into it—for as little as \$3 a week! Don't wait. Last year's heat wave sold out Fedders units. Make sure you and your family enjoy cool,

## Fedders Twin Filters Catch More Harmful Dust, Soot, Pollen!

You get much more than *cool*, fresh air from the 1953 Fedders Room Air Conditioner! Exclusive double-size *twin* filters catch harmful, irritating dust, soot and pollens before they reach your lungs. You will realize the importance of this Fedders feature when you look at the pictures below. They show you the difference between the lungs of a farmer, who breathes relatively clean air, and a city dweller, who breathes air filled with millions of particles of dirt and acids.



City-dweller's lungs

Farmer's lungs

Doctors and sanitary engineers recommend the clean, filtered air that the Fedders unit gives you. By catching pollens, it helps relieve the sneezy, sleepless miseries of hay fever and asthma. By catching dirt and soot, it keeps rooms cleaner, cuts housework drastically. Fedders users find that they can save money usually spent on dry-cleaning curtains and slip covers.

## Over 600,000 people live cool, sleep cool with Fedders Units!

Fedders is the world's largest manufacturer of room air conditioners. Over 57 years of heat transfer experience goes into these precision-engineered units. It was Fedders that made the radiator for the fabulous Thomas Flyer—winner of the Round-the-World Race in 1908.

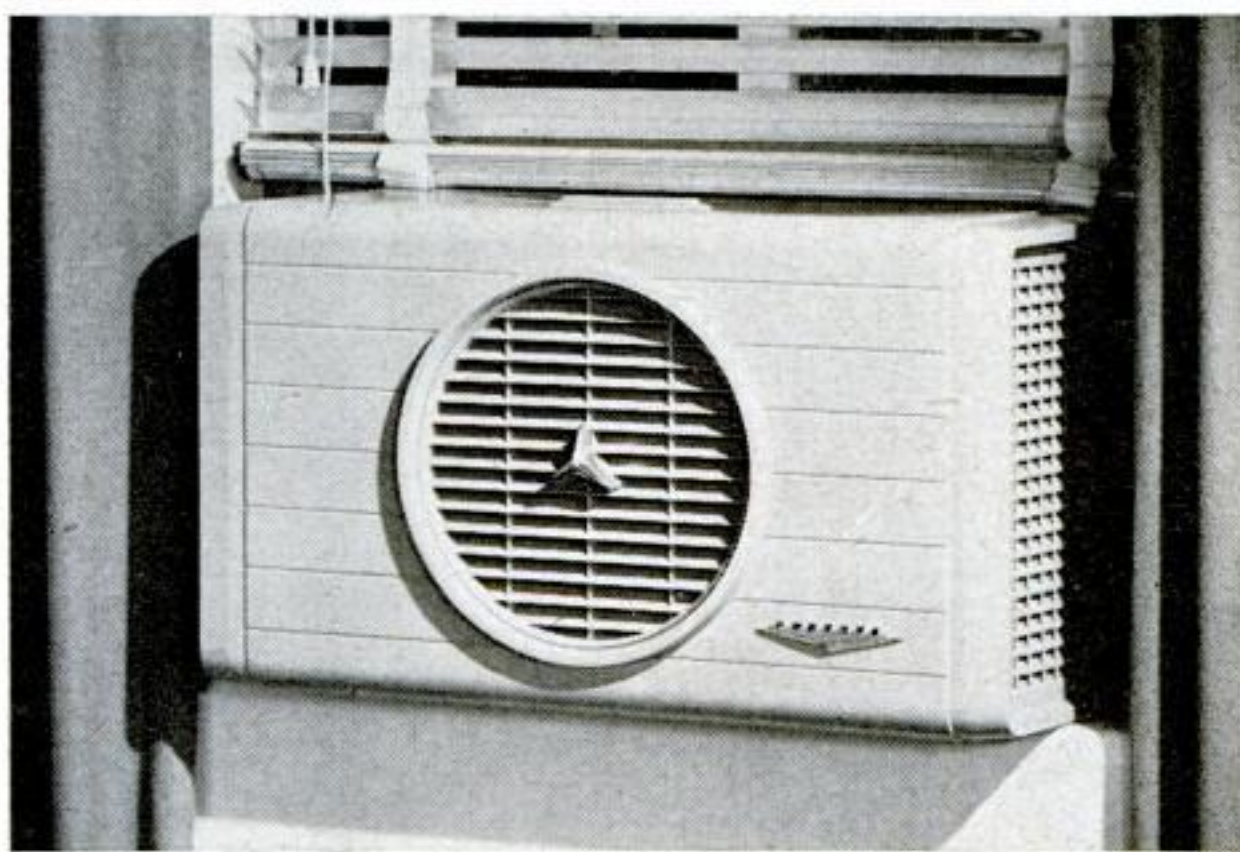
Chances are you have a Fedders radiator in your car today...or a Fedders-engineered condenser in your refrigerator. *You can rely on Fedders engineering!*

clean, healthful air this summer...enjoy Fedders exclusive comfort features all year 'round. Look for your Fedders dealer in the Classified Telephone Directory.

## How to get your full money's worth of cooling power!

When you buy a room air conditioner, you're paying for *cooling power*. It's measured in tons. A 1-ton capacity unit is supposed to deliver enough cool air to freeze 1 ton of water in a 24-hour period. A ½-ton capacity unit would freeze ½ ton of water...and so on.

When you buy, follow the example of so many tough, wary buyers for hotels and motels who know how to get their full money's worth. These buyers often find that a Fedders ¾-ton capacity unit out-performs a competitive 1-ton unit...that a Fedders ½-ton capacity unit often will deliver more cooling than other ½-ton models!



Fedders units on Easy Terms from \$229.95. Available in Breeze Green or Ivory.

## Fedders Delivers Full Power

They have the cooling power of *fifteen* refrigerators\*...for less than the cost of one! But the Fedders unit doesn't tell you how cool you should be! You're the boss. The amazing Fedders Built-In Weather Bureau gives you the weather you want with the touch of a button. It's the most remarkable feature in air conditioning history.

### More Exclusive Features!

You get full measure of cooling \*¾-ton and 1-ton units or over.

power when you buy Fedders—and the utmost in comfort, too!

Fedders Automatic Comfort Control Thermostat keeps room temperatures at the exact degree you set it. *Two* double-size spun-glass filters catch a greater amount of irritating dust, soot and pollen before they reach your lungs. Get your full money's worth when you buy a room air conditioner—get the 1953 Fedders unit at your dealer's today!

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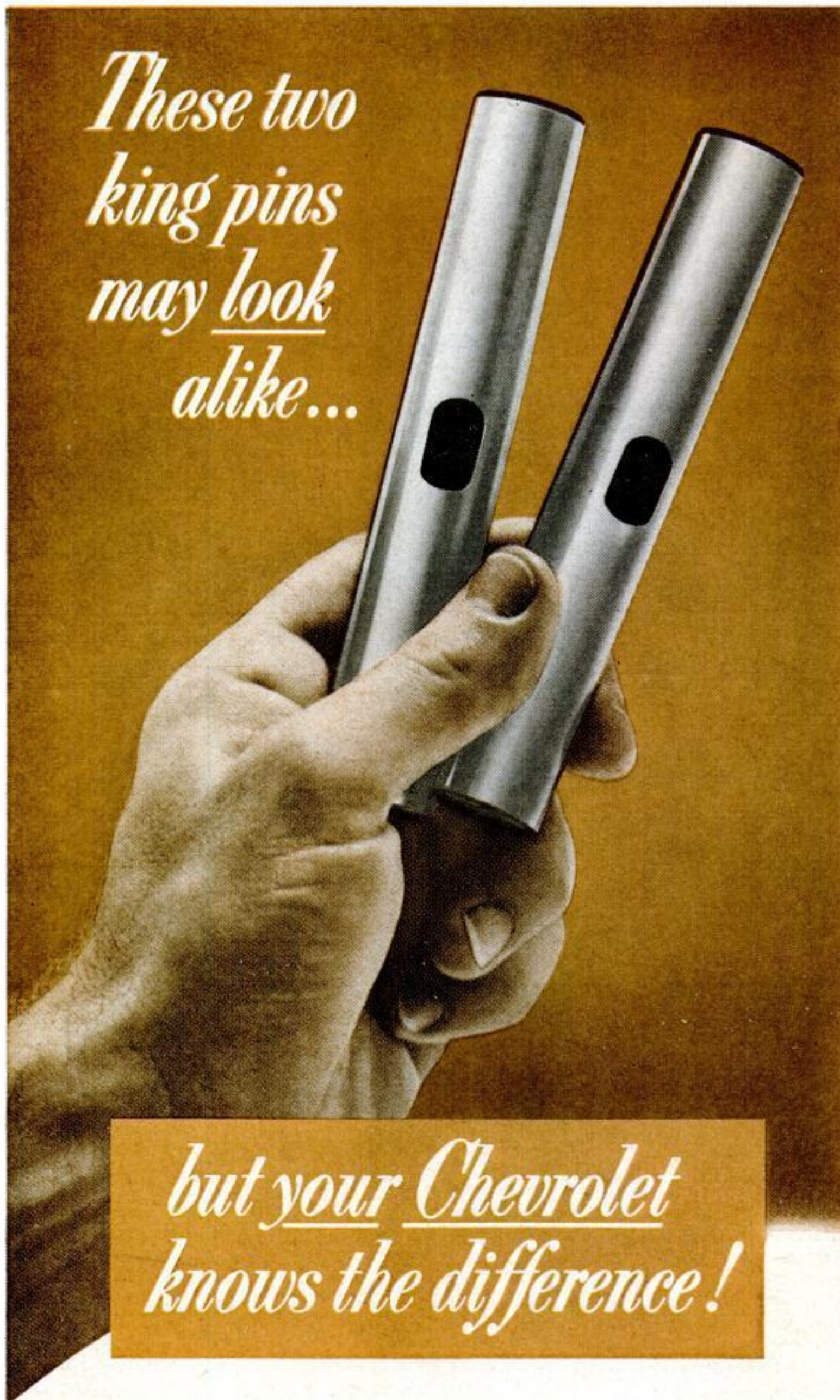
- ☐ Send me your FREE illustrated 20-page booklet on the new Fedders Room Air Conditioners.
- ☐ Please send me your humorous booklet, "How to sleep Cool when it's Hot!"



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*These two  
king pins  
may look  
alike...*



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### Protect the performance of your Chevrolet with Genuine Chevrolet Parts

As you can see, these two steering king pins are perfectly matched in appearance. What you *can't* see is the very important difference between them. Yet, it's there—and it could make a big difference in the steering and handling qualities of your Chevrolet. One of these parts was manufactured of the same fine material and with the same high standards of workmanship used in your Chevrolet's original factory-installed king pins. It's the one that's made to fit right . . . function better . . . last longer—the genuine Chevrolet king pin. Always specify Genuine Chevrolet Parts . . . installed by your Chevrolet dealer and leading independent garages and service stations everywhere.



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Made to fit right . . .  
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**VAN FLEET'S TROPHY** measures near-record 11 by 12 feet. General holds paw which lacks a claw. Dubbed Four-Toe, bear will be rug in his Florida home.

### GENERAL'S BEAR CONTINUED

be under pressure, knowing that the next shot had to drop the galloping bear before he would be safely concealed. Yet when I squeezed the trigger it was with calm and confidence that this was the kill.

My second shot rang out and instantly the big bear collapsed and started cartwheeling down the slope. These cartwheels are thrilling to watch. The bear pitched down the slope, end over end. Only a ledge 150 yards down stopped the crazy fall. With my shooting Coy's animal raised up and started running. The first shot got him in the neck. A quick second settled him down but struggling. Then a third and fourth tumbled him off the pinnacle and he started his cartwheel, legs flailing the air like the spokes of a giant wheel without a rim.

In a minute we were alongside, inspecting, comparing, tracing the paths of our bullets through the bodies. (I found that both my shots had hit.) We were still "high" on the excitement of the kill when the skinning operation began and Mike, using my camera with which all these photographs were taken, snapped our picture (p. 38).

The remainder of the afternoon was given over to removing the skins. What an exacting operation this is! It requires great skill and experience, knowing where to make the cuts so that the hide will flatten out into one almost nearly square piece. The hide is so tough that a cutting knife stays sharp only five minutes. Therefore, while one man cuts, another keeps honing knives. Head and skin with claws attached are all that are salvaged. Carcass is left behind. I have heard much discussion as to the merits of bear steak, but let me say that after three hours of skinning you smell so much of what reminds me of cod liver oil that you have no appetite for bear meat. We were more than glad to return to camp that night for the usual black coffee. I fell asleep that night on the firm Alaskan earth, very happy, as only a successful hunter can.

Anyone who has hunted for brown bear has tremendous and everlasting respect for the splendid stature of the beast, his swift and lumbering grace and his bravery too. As true as this is I shall never hunt another, for you feel a deep sense of tragedy in the clowning, cartwheeling violence of that magnificent animal in death. But I shall never stop another hunter from hunting his. For it is the greatest thrill a sportsman can have. I had always believed so, but now I know why.

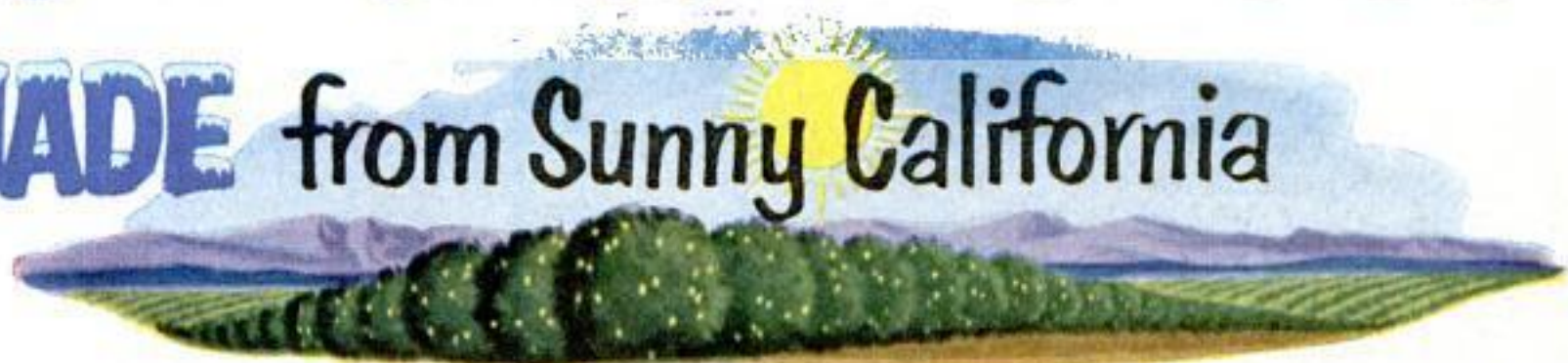


**WIVES' TROPHIES** were hooked by Mrs. Waltz (left) and Mrs. Van Fleet who fished while husbands hunted.



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with **FROZEN LEMONADE** from Sunny California



Ready in seconds!

Each can makes a full quart of healthful, tangy, fresh-fruit lemonade!



## SO EASY!

JUST OPEN A CAN... ADD WATER AND ICE... SERVE! NO FUSS... NO BOTHER. FROZEN LEMONADE IS A BARGAIN, TOO... COSTS LESS THAN 4¢ PER 6 OZ. GLASS.



## SO GOOD!

TASTES BETTER THAN ANYTHING WHEN I'M THIRSTY, AND MOM LETS ME DRINK ALL I WANT BECAUSE FROZEN LEMONADE IS FULL OF SUNSHINE VITAMIN "C".



## SO COOLING!

I USE FROZEN LEMONADE AS THE BASE FOR ALL PUNCHES AND MIXED DRINKS. IT GIVES PURE FRUIT JUICE REFRESHMENT... SAVES TIME.



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FROZEN LEMONADE IS A WONDERFUL FOOD INGREDIENT, TOO. TRY MY FAMILY'S FAVORITE SALAD DRESSING.

**LEMONADE-SOUR CREAM DRESSING**  
Combine one can Fresh-Frozen Lemonade and one pint commercial sour cream. Season to taste. Serve on cole slaw, fruit salad, romaine, etc. Makes 6 to 8 servings.



LEMON PRODUCTS ADVISORY BOARD, LOS ANGELES, CALIFORNIA

P.S. Have you discovered the convenience of unsweetened, ready-squeezed Pure California Lemon Juice? Look for it on your grocer's shelves or in his freezer



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Point this gay, young-looking, new Aero Willys to the open road . . . pop your eyes at the *swoosh* of its get-a-way . . . thrill to a ride as soft as a shadow . . . you'll know, all right, why the Aero Willys is the finest value to bear the name Willys in fifty years. In special tests it has delivered up to 35 miles per gallon with overdrive. It cradles you in comfort you would expect only in larger, more costly cars . . . gives you the ruggedness of the 'Jeep' . . . the luxury of an airliner. Won't you take the wheel?

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IN COVINGTON, OHIO A PHOTOGRAPHER SAW THIS PRETTY GIRL IN TEARS AND PROMPTLY SNAPPED HER PICTURE

## RAINDROPS INTO TEARDROPS

Heavens do the crying for movie queen

Most girls weep because they are sad, although in some of the remote parts of India girls, especially trained for it, weep on their wedding nights when presumably they are happy. The rain has made the girl shown above weep. It rained all over the billboard poster on which she was printed, getting splashes of water in just the right places to show that she is not really suspicious of approaching wild West badmen, as one might think, but is deeply hurt and sad about the whole thing.



CRYING BILLBOARD stands in front of the Cove Theater at mercy of whimsical raindrops.

AFTER SHAVING

# Dims Shine Feels Fine Doesn't Show



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Only **PEPSODENT** cleans your teeth cleanest  
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Have you tasted new  
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GRILL COOKERY is a communal affair. The lamb is being basted and corn roasted in husks.

# Outdoor Cooking

## BARBECUE BOOM SMOKES UP U.S.: HERE IS HOW AND WHAT TO GRILL

The barbecue and the ballot were once almost synonymous in the U.S. Every candidate for office was feted with an outdoor meal, and it was considered the citizen's simple patriotic duty "to holler right, vote straight, and eat as much barbecue as any man in the county." Now this democratic institution has moved from the public square to the private patio or the plain backyard. During the past 10 years increasing numbers of housewives have discovered that it is more fun to hang over an outdoor

grill with a husband than over an indoor stove alone. As barbecue equipment has become better designed, lighter and less expensive, millions of families all over the country have acquired a grill costing anywhere from \$2 to \$200 and a supply of charcoal. Now, at the height of the outdoor cooking season, the main problem is how to vary barbecue meals. Here and on the following pages are 15 dishes and recipes for the grill, plus four basic barbecue sauces to give outdoor meals variety and flavor.

CONTINUED ON NEXT PAGE





## Variety for the Grill

Assembled here on weathered planks are some old stand-bys for the grill and some new ideas. Recipes for everything, including marinating and basting sauces which are in the small dishes, are on following pages. Starting lower left are ham steaks with a sherry marinade in the center of the platter. To right above are chili pork chops with a soy sauce and garlic marinade in cup, chili basting sauce in the jar. Upper left are spare-ribs with a pineapple marinade and basting sauce in the round jar about





which they cluster. Stuck in the cork disk are five different skewer meals—called kebabs—and one skewer dessert. In small casseroles in front of kebabs are marinating sauces. From left are kidney and liver kebab; shrimp and bacon kebab with soy marinade; eggplant-lamb kebab to be served with tomato-wine sauce; a dessert fruit kebab with a Cointreau-honey marinade; lamb and pineapple *teriyaki* with a sweet and sour marinade; fish kebab with a tart marinade. Right of the kebabs is a duck on

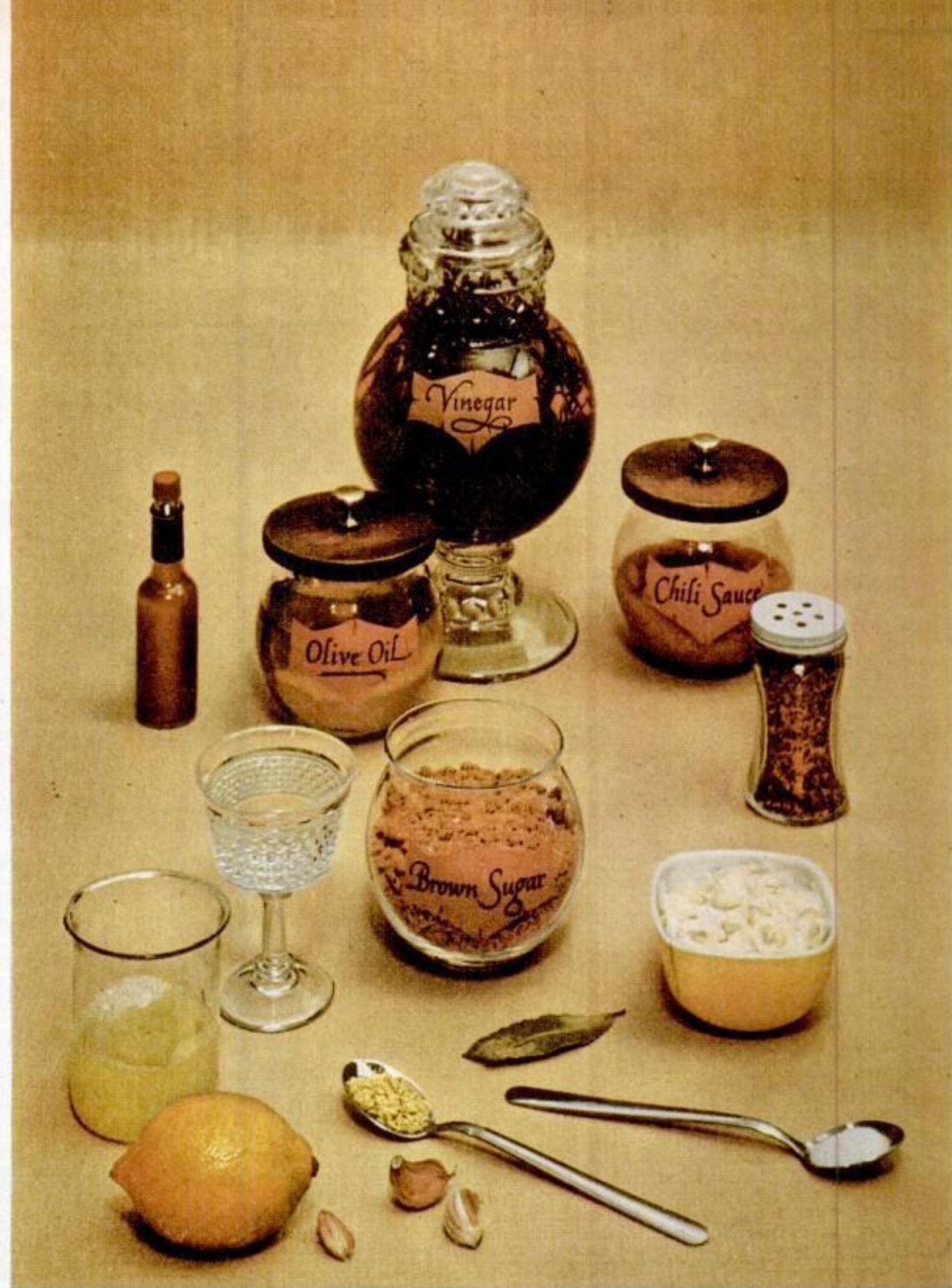
a spit with an orange sauce in the white beaker. Upper right, standing on the platter is a rib roast cut into 1½ inch steaks, an excellent steak cut for the grill. Lying on the platter is a sirloin steak also cut thick for grilling. Garlic and salt for rubbing steaks are in wooden bowl; olive oil to rub on steaks is in yellow bowl. Garlic hot dogs are left of wooden bowl. Right is chicken with a white wine and herb marinade. In foreground are Tabasco hamburgers made, basted and served with a hot barbecue sauce.

CONTINUED ON NEXT PAGE





STEAK SAUCE



HOT BARBECUE SAUCE

TOMATO-WINE SAUCE



CHILI SAUCE





# Four Fine Sauces

Meat or fish grilled out-of-doors over charcoal or wood need to be basted frequently or they will dry out. The hot barbecue, tomato-wine and chili sauces below are classics for basting and are referred to in the recipes on the following pages. The steak sauce is good not only for basting but may also be served hot with steak, lamb, hamburgers. The most convenient way to baste is with a paint brush. This slathers a lot of sauce on the food without too much effort. Never grill over an open flame, wait until the fuel has burned down to form a red-hot bed of embers. A bulb syringe filled with water should be kept handy to tamp flames when they arise from drippings. Charcoal or hard woods such as oak, hickory or maple are best for barbecuing because they burn slowly, make a lasting bed of coals. The ingredients for the sauces below are for six portions, as are all the recipes following. Sauces may be made in larger quantities and kept in the refrigerator for future use.

## 1. STEAK SAUCE

12 anchovy filets	1 cup olive oil
3 cups red wine	½ cup finely chopped parsley
½ cup brandy	6 cloves garlic, finely chopped
¾ cup finely chopped mushrooms	½ teaspoon salt
¾ cup tomato paste	½ teaspoon pepper

Combine all ingredients in a saucepan. Bring to a boil, reduce heat and simmer 15 to 20 minutes, stirring frequently. This sauce goes well with all steaks and hamburgers.

## 2. HOT BARBECUE SAUCE

2½ cups chili sauce	2 teaspoons Tabasco sauce
1 teaspoon chili peppers	1 teaspoon dry mustard
¾ cup olive oil	1/3 cup water
1/3 cup lemon juice	2 cups finely chopped onion
1 tablespoon brown sugar	2 cloves garlic, finely chopped
2 tablespoons tarragon vinegar	1 teaspoon salt
1 bay leaf	

Combine ingredients in saucepan. Bring to a boil, reduce heat and simmer for 15 minutes. This sauce is best served with spareribs, lamb, chicken.

## 3. TOMATO-WINE SAUCE

2½ cups canned tomatoes	2 tablespoons sugar
2 cups dry white wine	2 bay leaves
2 cups thinly sliced fresh okra	1 teaspoon oregano
3 cups bouillon	1/4 teaspoon Tabasco sauce
1 cup finely chopped celery	1 teaspoon basil
2 tablespoons lemon juice	1 cup finely chopped onion
1 teaspoon chili powder	3 cloves garlic, finely chopped
¾ cup Worcestershire sauce	1 tablespoon salt
1 cup olive oil	1 teaspoon pepper

Combine all ingredients in a saucepan. Bring to a boil, reduce heat and simmer for 45 minutes. Strain through a sieve. This sauce is good with ham, chicken, pork, hot dogs and lamb.

## 4. CHILI SAUCE

4 cups canned tomatoes	¾ cup bouillon
¾ cup red wine	1½ teaspoons sugar
1½ tablespoons chili powder	¾ cup finely chopped onion
¾ cup finely chopped green pepper	4 cloves garlic, finely chopped
1½ tablespoons cornstarch	1½ tablespoons salt
6 tablespoons butter	1/4 teaspoon pepper

Sauté onion, green pepper and garlic in butter until soft. Add remaining ingredients. Bring to a boil. Reduce heat and continue cooking, stirring constantly until thickened. Cover and simmer gently for 10 minutes. This sauce is best with ham, pork, spareribs and hot dogs.

CONTINUED ON NEXT PAGE



Ball gown  
by Edith Small.  
Her deodorant,  
new Fresh

The "moisture-shield" in new Fresh is a gentle extra-effective astringent that acts just like an invisible shield to protect your clothes from perspiration stains, stop embarrassing odor.

*Gentle new Fresh\** has  
**moisture-shield**  
*to keep underarms dry...*

Instantly—Fresh Cream Deodorant forms an invisible shield to protect you and your clothes

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you from offending—your clothes safe.

Scientists have proved that gentle new Fresh has up to 180% greater astringent action than other leading cream deodorants... and it is the astringent action that keeps underarms dry.

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**Fresh Deodorant Bath Soap**—11 times surer than ordinary soap; removes up to 95% of odor-causing bacteria. Use daily.



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like Gordon's*

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100% NEUTRAL SPIRITS DISTILLED FROM GRAIN • GORDON'S DRY GIN CO., LTD. LINDEN, N. J.

## Variety for the Grill

### BARBECUED LEG OF LAMB

1 6-pound leg of lamb, boned and flattened

#### MARINADE

2 tablespoons vinegar  
1/2 cup olive oil  
1 clove garlic, crushed  
1 teaspoon salt, 1/2 teaspoon pepper

Combine sauce ingredients and marinate the lamb in this mixture for 2 hours. Broil over charcoal embers for 1 1/2 to 2 hours, turning frequently and brushing every 5 minutes with the hot barbecue sauce (No. 2).

### BARBECUED HAM STEAKS

6 1-inch-thick ham slices

#### MARINADE AND BASTING SAUCE

1/2 cup melted butter  
4 cups sherry wine  
4 teaspoons powdered cloves  
1/2 cup dry mustard  
1/2 cup brown sugar  
4 teaspoons paprika  
8 cloves garlic, finely chopped

Combine sauce ingredients and marinate ham slices in mixture for 2 hours, turning once. Broil 20 minutes, turning frequently and basting with marinade. If desired use tomato-wine sauce (No. 3) for basting.

### BARBECUED PORK CHOPS

6 1-inch-thick pork chops

#### MARINADE

1 cup soy sauce  
1 clove garlic, crushed

Combine garlic and soy sauce. Marinate chops in mixture for 1 hour, turning frequently. Broil chops for 45 minutes, turning and basting often with chili sauce (No. 4).

### BARBECUED SPARERIBS

5 pounds spareribs

#### MARINADE AND BASTING SAUCE

1 cup soy sauce  
1 cup Cointreau  
1 cup honey  
2 cups canned crushed pineapple  
2 lemons, sliced  
4 teaspoons powdered ginger  
1 cup white-wine vinegar  
8 cloves garlic, finely chopped

Combine sauce ingredients. Marinate ribs in mixture for 1/2 hour, turning once. Broil for 1 hour basting with this same sauce or with hot barbecue sauce (No. 2) or chili sauce (No. 4).

### KIDNEY-LIVER KEBAB

1 pound lamb kidneys, cut in  
1 1/2-inch cubes  
1 pound lamb, cut in 1 1/2-inch cubes  
1 pound liver, cut in 1 1/2-inch cubes  
6 tomatoes, cut in wedges  
1/2 pound mushrooms  
3 onions, sliced

No marination is required. Alternate ingredients on a skewer. Broil 15 to 20 minutes, brushing with garlic butter and turning frequently.

### SHRIMP KEBAB

3 pounds shrimp  
1 pound bacon, half slices  
1 No. 2 can pineapple chunks

#### MARINADE

1 cup soy sauce  
1/2 cup lemon juice

Combine sauce ingredients; marinate shrimp in mixture for 1/2 hour. On skewer alternate shrimp, pineapple, bacon (1/2 slice folded). Broil until bacon is crisp.

### EGGPLANT-LAMB KEBAB

3 pounds lamb, cut in 1 1/2-inch cubes  
1 large eggplant, cubed  
12 small potatoes, cooked or canned  
3 green peppers, each cut in 6 pieces  
12 small whole onions  
1/2 pound mushrooms

Marinate lamb overnight in tomato-wine sauce (No. 3). On skewer alternate kebab ingredients. Broil 20 minutes basting often with same sauce.

CONTINUED ON PAGE 56





# Put your Ford in "Trip-top" shape

**"Travelize" your Ford now!**

**You'll save time  
and money**

A vacation trip is one time when you want your Ford in the pink.

Travelwise owners make sure that it *is*, by having their Fords "Travelized." And *not* at the last minute, either!

A week or so before their trip, they get the all-around check-up which their Ford Dealer is equipped to perform.

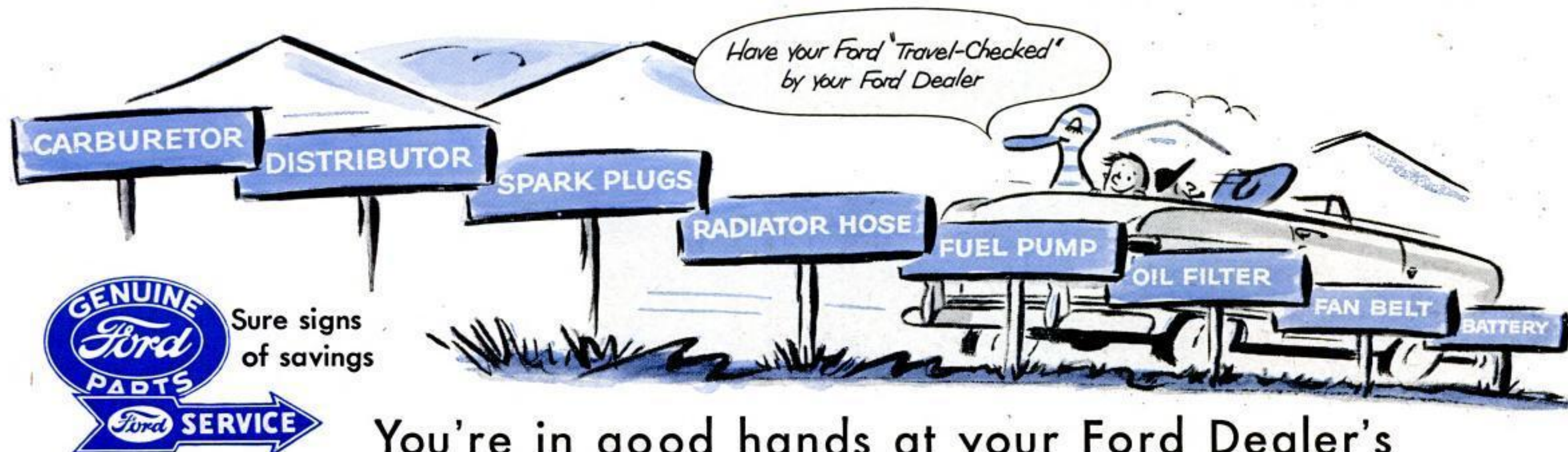
Then they know they're driving away in a car which has been given a real "travel-check" by mechanics who have at their disposal the

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**FORD Division of FORD MOTOR COMPANY**

Fifty Years Forward on the American Road



**You're in good hands at your Ford Dealer's**



# STOP chafing-seam torture

enjoy seamless comfort  
with all-elastic control!

*Silf Skin*  
full-fashioned pantie girdle

no crotch seams...

no seams anywhere!

**WHY SUFFER** in an ordinary pantie girdle that's cut and sewed together with bulky seams — seams that chafe and irritate in the crotch area.

**BE COMFORTABLE** in a Silf Skin pantie girdle — knit from one continuous strand of elastic yarn and, by a new patented process, made entirely without seams!

**WEAR** a full-fashioned Silf Skin for smart, naturally comfortable support and smooth, wrinkle-free fit. Once you try Silf Skin — you'll never settle for seams again!

\$5 (Style #200)  
at fine stores  
everywhere



Look for this counter display containing the red and gold triangle packages.

Other full-fashioned Silf Skin girdles and pantie girdles at \$5 (rayon elastic), \$7.50 (nylon elastic), \$10 (pure silk elastic).

For name of store nearest you, write  
SILFSKIN, INC., 10 East 39th Street, New York 16, N.Y.  
510 King Street West, Toronto, Canada.

## OUTDOOR COOKING CONTINUED

### FRUIT KEBAB

1 No. 2½ can peach halves, halved  
3 bananas, thickly sliced  
2 apples, cut in wedges

1 fresh pineapple, cubed  
3 grapefruit, sectioned

#### MARINADE AND BASTING SAUCE

1 cup grapefruit juice  
2 tablespoons Cointreau

½ cup honey  
½ teaspoon chopped mint

Combine sauce ingredients and marinate the fruit for ½ hour. Alternate fruit on skewer and broil 5 to 8 minutes, basting with marinade.

### TERIYAKI KEBAB

3 pounds lamb cut in 1½-inch cubes or  
3 pounds top sirloin, cut in 1-inch cubes

1 No. 2 can pineapple chunks  
1 large jar stuffed olives

#### MARINADE AND BASTING SAUCE

¾ cup juice from canned pineapple  
3 tablespoons soy sauce

2 tablespoons lemon juice  
3 cloves garlic, finely chopped

Combine sauce ingredients. Marinate meat for 2 hours. On a skewer alternate kebab ingredients. Broil 10 minutes. Baste frequently with sauce.

### FISH KEBAB

2 pounds swordfish cut in 1-inch cubes  
2 cucumbers, cut in 1-inch slices

1 large jar stuffed olives

#### MARINADE AND BASTING SAUCE

¾ cup olive oil  
½ cup lemon juice

1 bay leaf, broken  
4 drops Tabasco sauce

Combine sauce ingredients. Marinate the fish for ½ hour. On a skewer, alternate kebab ingredients. Broil 10 minutes, basting with marinade.

### DUCK ON A SPIT

1 6-pound duck  
¼ cup olive oil

3 unpeeled oranges, quartered

Stuff duck with pieces of orange. Brush with oil and broil, turning frequently for 1½ to 2 hours. Serve with the following hot sauce.

#### EATING SAUCE

½ cup orange juice  
1 tablespoon shredded orange rind

½ cup melted butter  
1 tablespoon chopped water cress

Combine sauce ingredients in a pan and heat. Do not boil.

### RIB ROAST OR STEAK

3-rib roast separated into steaks or  
1 4-pound steak

4 cloves garlic, crushed in salt  
¾ cup olive oil

Rub both sides of meat well with garlic salt. Brush generously with olive oil. Broil 10 to 15 minutes on each side.

### HOT DOGS

12 garlic hot dogs

Broil 10 minutes, turn frequently and serve with chili sauce (No. 4).

### BARBECUED CHICKEN

3 fryers, cut in pieces

#### MARINADE

½ cup white wine  
½ cup olive oil

2 tablespoons chopped parsley  
1 teaspoon chopped chives

Combine sauce ingredients and marinate chicken for 1 hour, turning frequently. Broil 40 minutes, basting with tomato-wine sauce (No. 3).

### TABASCO HAMBURGERS

3 pounds round steak, ground  
1 cup chopped onion

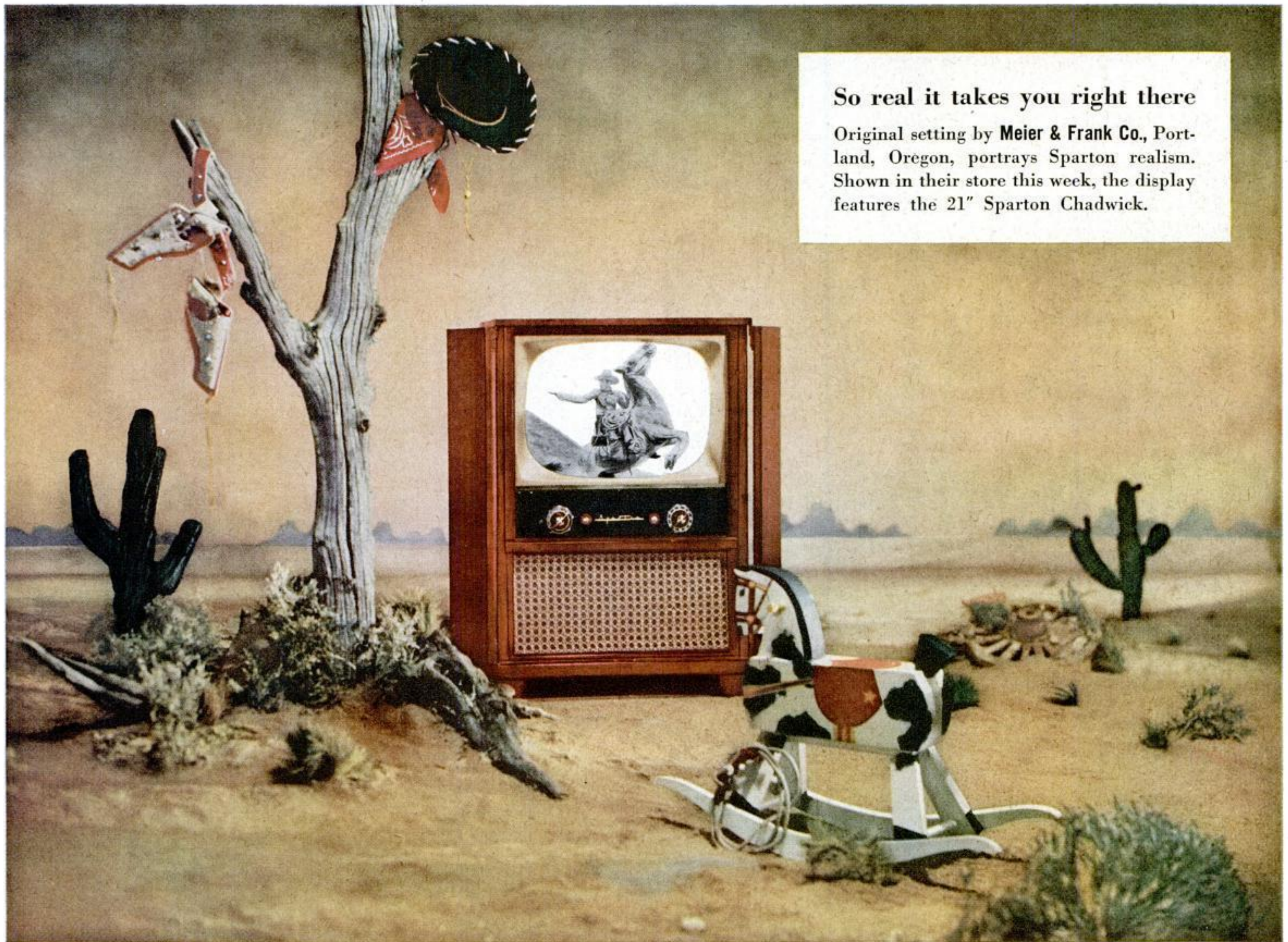
¾ cup chopped green pepper  
½ cup hot barbecue sauce (No. 2)

Combine ingredients, shape into 12 patties. Broil 5 to 8 minutes. Baste and serve with additional hot barbecue sauce (No. 2).



# SPARTON COSMIC EYE TELEVISION

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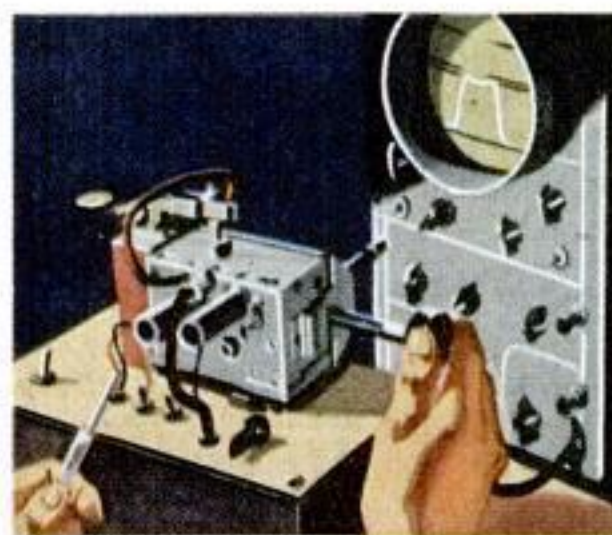
Original setting by Meier & Frank Co., Portland, Oregon, portrays Sparton realism. Shown in their store this week, the display features the 21" Sparton Chadwick.

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See the new Sparton Cosmic Eye TV, so clear it's like having an eye in the sky. You'll find it at your Sparton dealer's, one of the fine stores in your community. Check your Yellow Pages for his name.

Ask to see the new Sparton Sky Beam Radios, too

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Budget priced.



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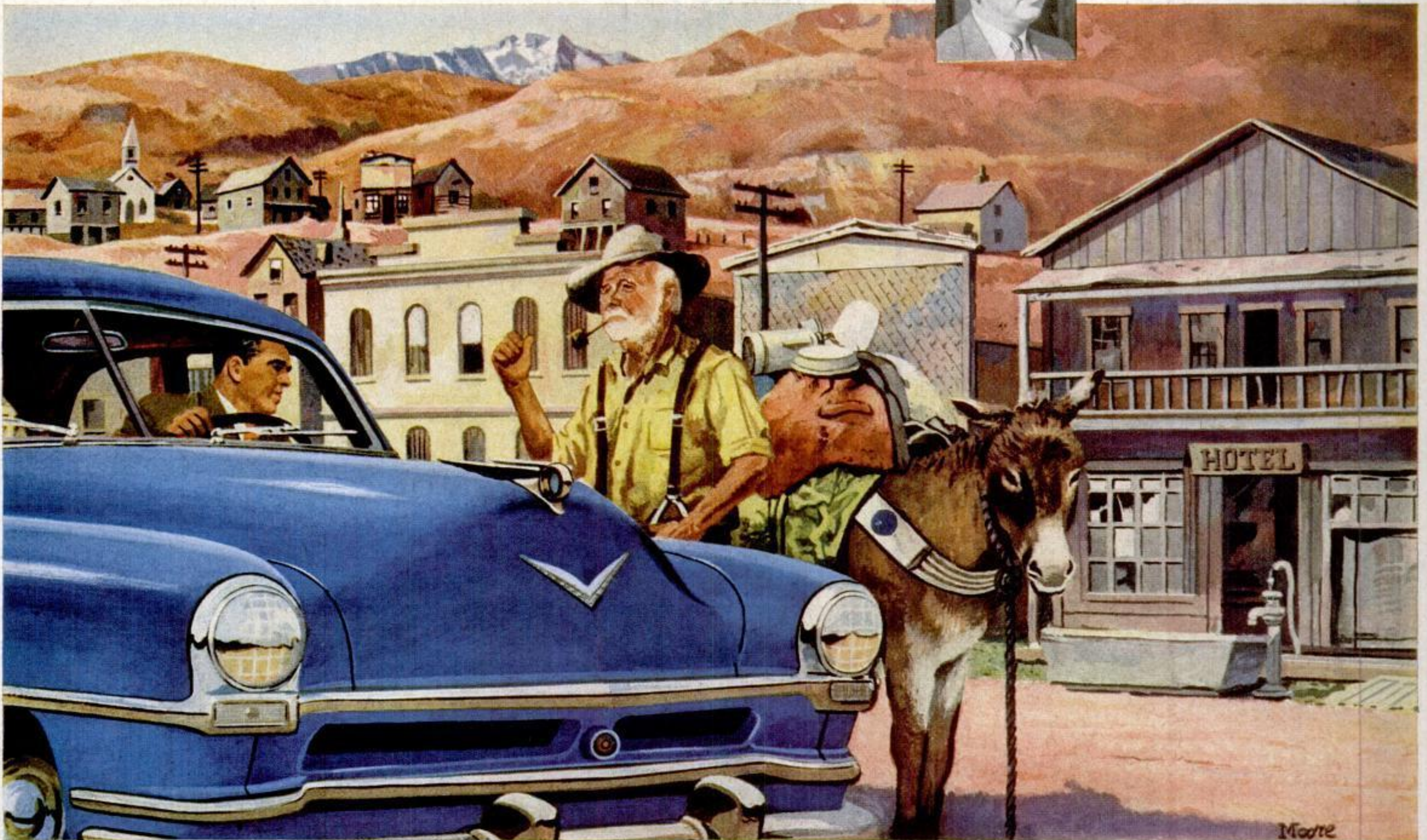
SPARTON RADIO-TELEVISION, JACKSON, MICHIGAN. SPECIALISTS IN ENGINEERING AND ELECTRONICS SINCE 1935. ALSO: SPARTON OF CANADA, LTD.; SPARTON AUTOMOTIVE; STEGER FURNITURE CO.; DIVISIONS OF THE SPARKS-WITHINGTON COMPANY, JACKSON, MICHIGAN



"I've got to keep 1,000 drivers happy"...



says Clarence Bergeron  
of Kankakee, Ill.



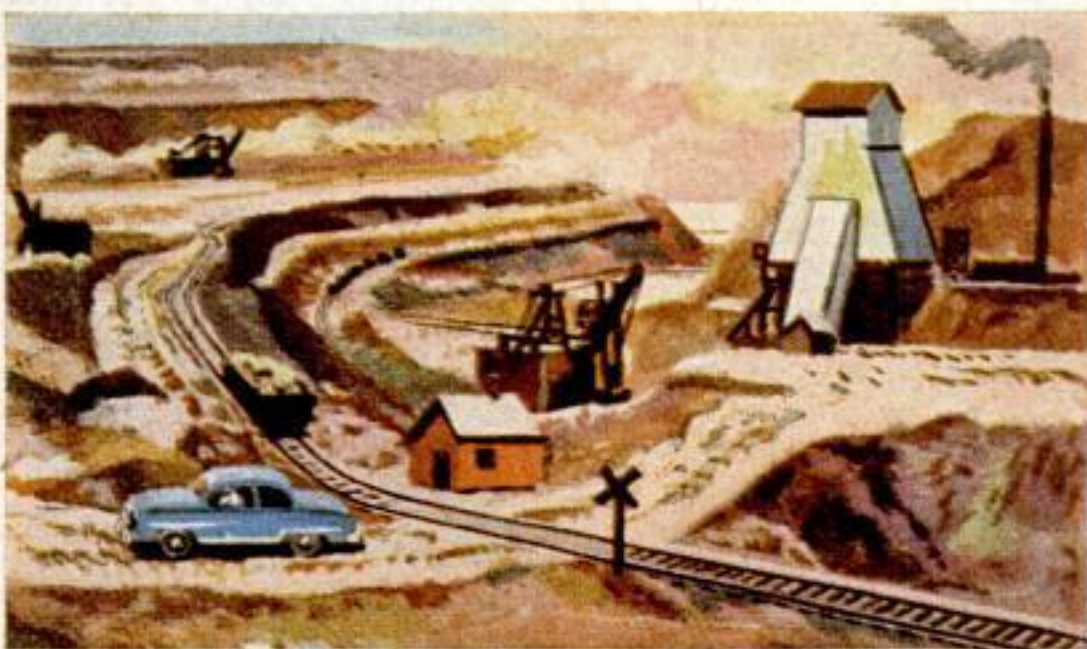
"My company is in the auto leasing business. We sell 'trouble-free transportation'—by the week, the month or the year—and we've found that Atlas tires help us make good our promise. Our cars and trucks go everywhere. In the Rockies..."



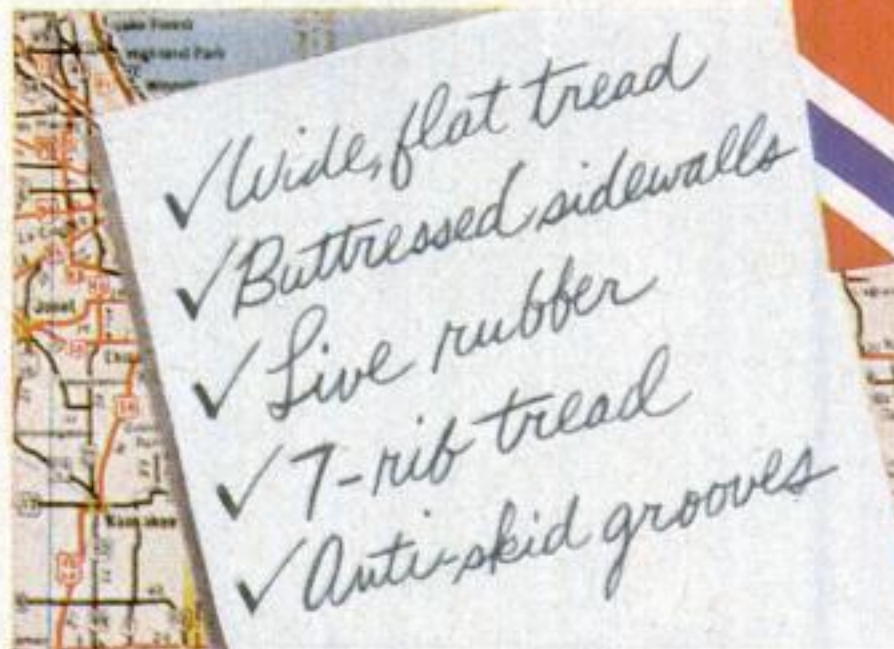
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CAMP "OPERATOR," SERGEANT SEFTON (WILLIAM HOLDEN), BEARS MARKS OF BEATING BY FELLOW PWs WHO SUSPECT HIS OPERATIONS INCLUDE INFORMING

## HEELS AND HEROICS

'Stalag 17' mixes melodramatics  
with the best comedy of the year

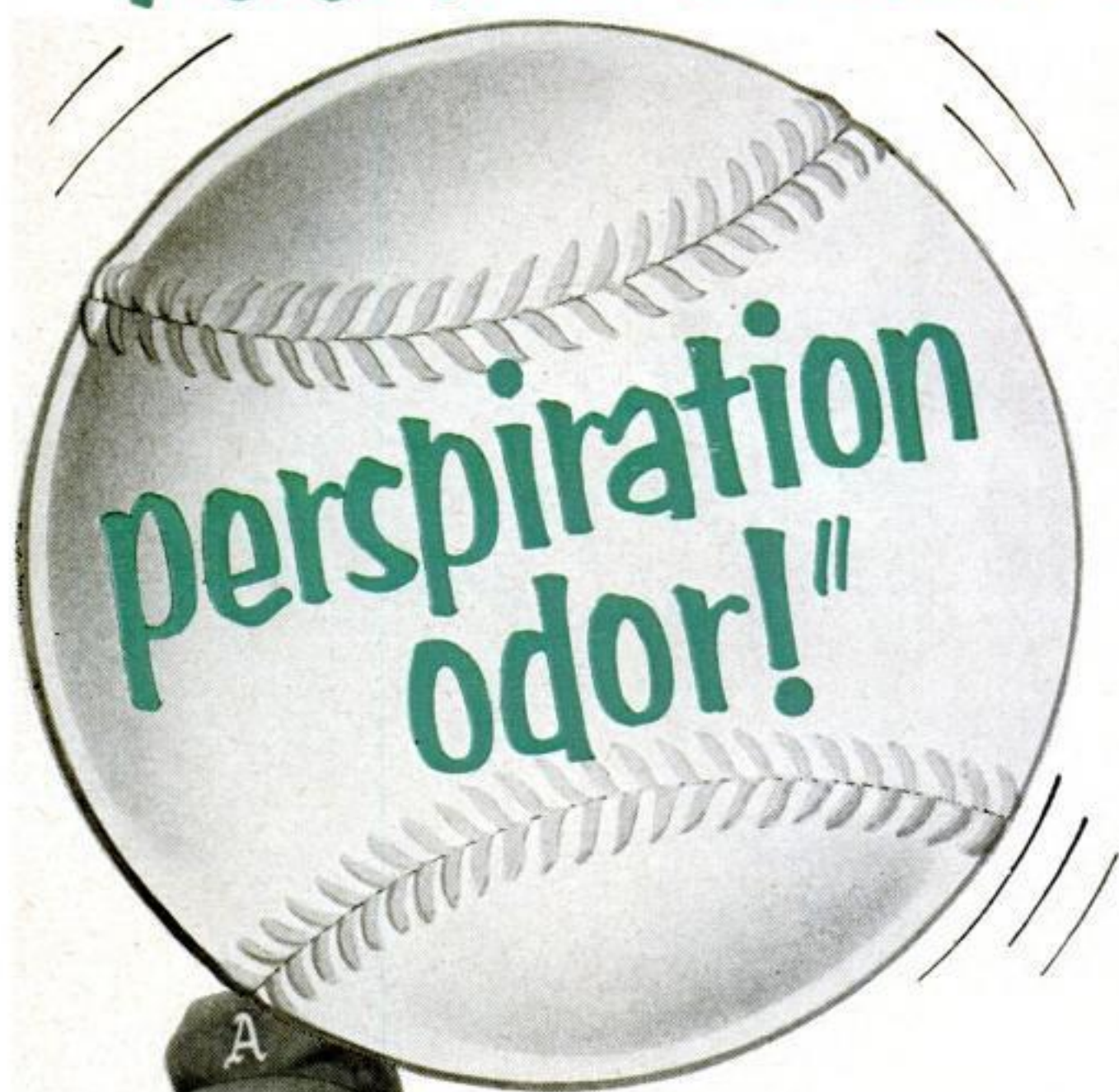
The hero of *Stalag 17*, a movie about Americans in a German prisoner-of-war camp, is not much of a hero at all—more the heel type than the heroic. An Air Force sergeant imprisoned in the camp (called a *Stalag*) during World War II, he has made himself the camp "operator," brazenly promoting himself a life of ease amidst the squalor. He makes book on the escape chances of his fellow PWs, organizes a mouse race, sells peeks through a telescope at female prisoners in a delousing chamber. He engineers an escape because he likes the odds and sees a chance for a reward. When he outwits the

guards and saves a condemned fellow prisoner, his barracks mates can only say grudgingly, "The crud did it."

As acted by William Holden, *Stalag 17*'s hero-heel emerges as the most memorable character to come out of Hollywood this year. As directed by Billy Wilder and adapted from a 1951 Broadway play of the same name, the movie emerges as the finest comedy drama out of Hollywood this year. Raucous and tense, heartless and sentimental, always fast paced, it has already been assigned by critics to places on their lists of the year's best ten movies.



# "Here's how to shutout



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AMERICAN LEAGUE STAR



"Take this straight pitch from me, fans," says Philadelphia Athletics star Bobby Shantz. "There's no substitute for Mennen Spray Deodorant for Men to keep a man safe in any league."

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## MENNEN Spray Deodorant FOR MEN



WATCHING A GROUP OF FEMALE RUSSIAN DPs ARRIVE IN ANOTHER PART

## ECHO OF OLDTIME COMEDY

In making *Stalag 17* for Paramount, Director Billy Wilder preserved most of the lines and situations of the original play—whose authors, Trzcinski and Devan, were themselves prisoners in a German *Stalag* in the last war. But he added some fine movie comedy touches, the funniest of which shows how two GIs capitalize on their nerve and their guards' dull wits to paint their way right out of the camp and into the forbidden female compound. Done almost entirely without dialog and with an exact sense of timing, the incident exploits the ridiculous in a way that goes right back to the great days of the silent movie comedy.

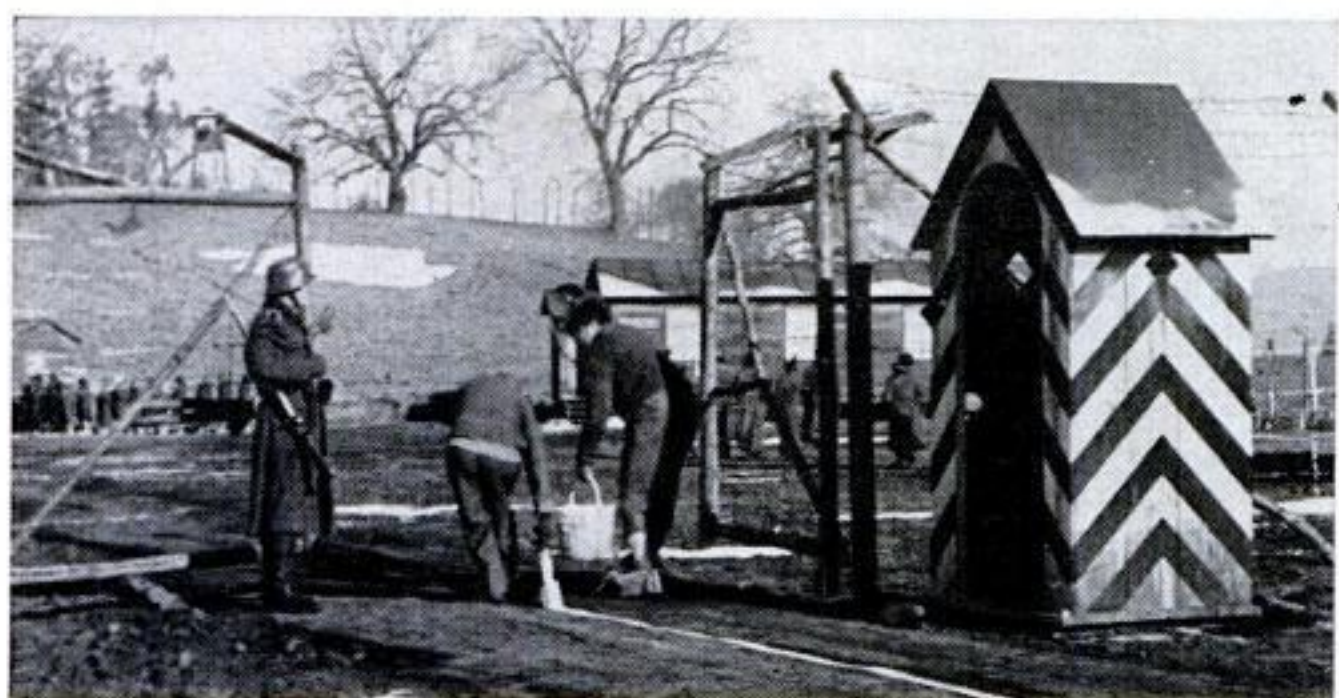
THE OBJECTIVE IS NEARED AFTER A GAY LOOP IN THE WHITEWASH LINE.







OF CAMP, THE GIs ROAR EAGERNESS AND PLOT A WAY TO REACH THEM



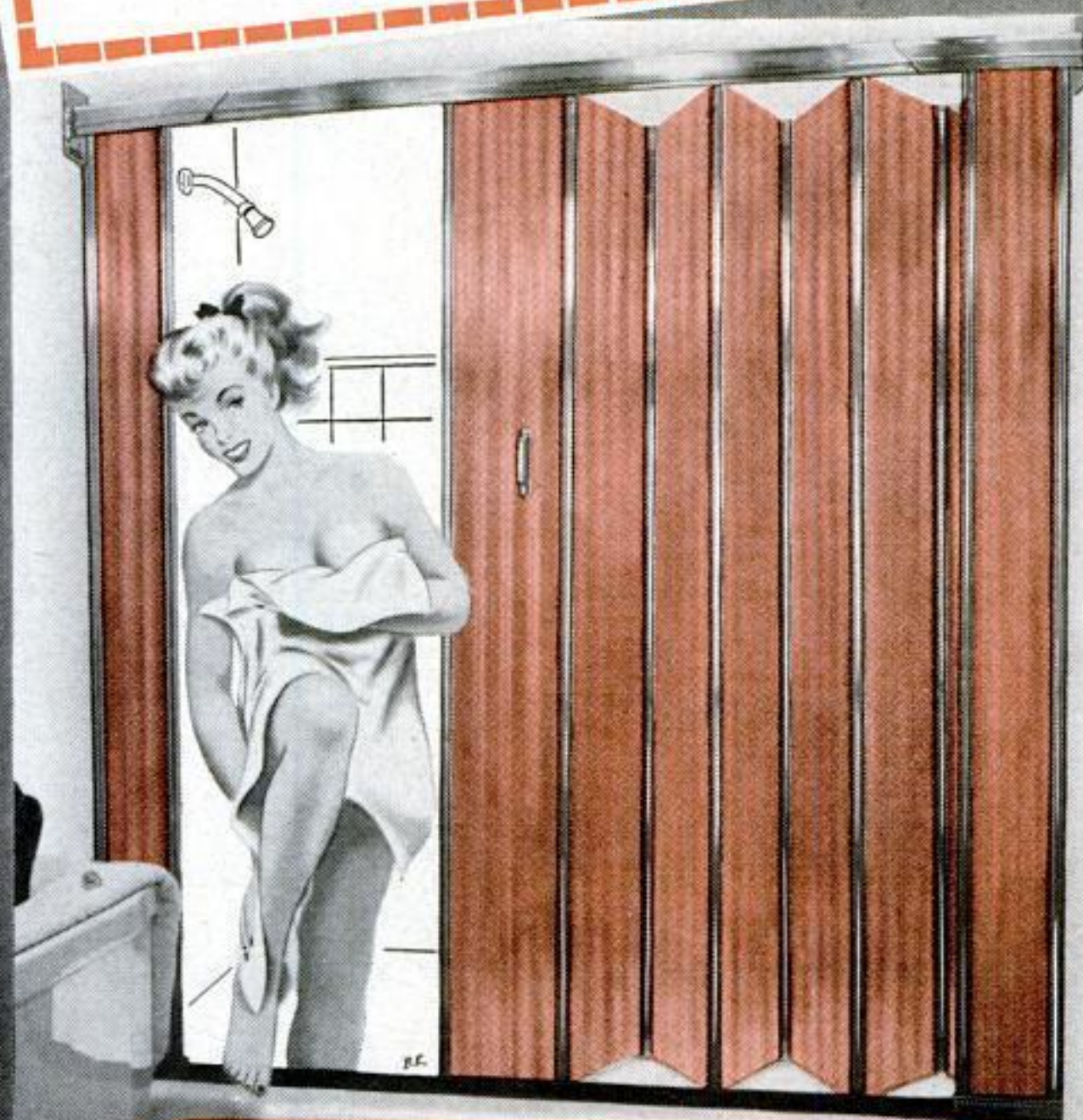
**PAINTING A LINE** in the road, two PWs approach barbed-wire gate which is opened by literal-minded German guard who thinks they are on business.

**BUT GUARDS CATCH ON JUST AS GIs REACH THE DELOUSING CHAMBER**



CONTINUED ON NEXT PAGE

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**BATH**



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'Stalag 17' CONTINUED

## PWs TAKE CARE OF A TRAITOR



**INFORMER'S MESSAGE** hidden in hollow chessman is read by guard when GIs are called out for a roll call.



**INFORMER IS EXPOSED** by Sergeant Sefton when he shows how informer shortened light cord when message for Germans was in chessman.



**INFORMER'S END** comes when GIs throw him out of the barracks at night into German guns. During the shooting Sefton and fellow PW escape.



Now...

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cheese spread

# A new Cheese Spread with aged cheddar goodness!



*In both the popular 1 lb. and 2 lb. sizes*

## GRILLED SANDWICHES WITH TOMATO AND CUCUMBER SALAD

Lettuce	Sliced white bread, crusts trimmed
Peeled tomatoes	
Scored unpeeled cucumber slices	Sealtest Pasteurized Process Cheese Spread
Salad Bowl Salad Dressing	Melted Sealtest Margarine or butter

Make 5 vertical slits at regular intervals in each tomato and place it on lettuce. Place a cucumber slice in each slit and top each tomato with salad dressing.

For each sandwich cover a slice of bread with cheese spread, then with another slice of bread. Brush both sides of each sandwich with melted margarine or butter and brown on both sides in a skillet or under the broiler. Cut each sandwich in half. Serve 3 sandwich halves with each tomato and cucumber salad.

## Makes meals more delicious in dozens of easy ways!

Here's a new and different cheese spread . . . of famous Sealtest quality!

Here's real *aged* cheddar cheese flavor in a smoother-than-ever cheese spread. Ready to slice, spread, melt or toast so quickly and easily that meal-making's a breeze!

Here's a delicious, economical way to add variety to all kinds of meals. In sandwiches,

casseroles, rabbits, cheese sauces, fish and egg dishes, rice or macaroni treats . . . Sealtest Pasteurized Process Cheese Spread makes extraordinary meals out of ordinary ones.

Your grocer has new Sealtest Pasteurized Process Cheese Spread now, in handy one-pound or economical two-pound loaves. Get some . . . you'll be surprised at its low price!

*Phenix Foods Company, a Division of National Dairy Products Corporation*



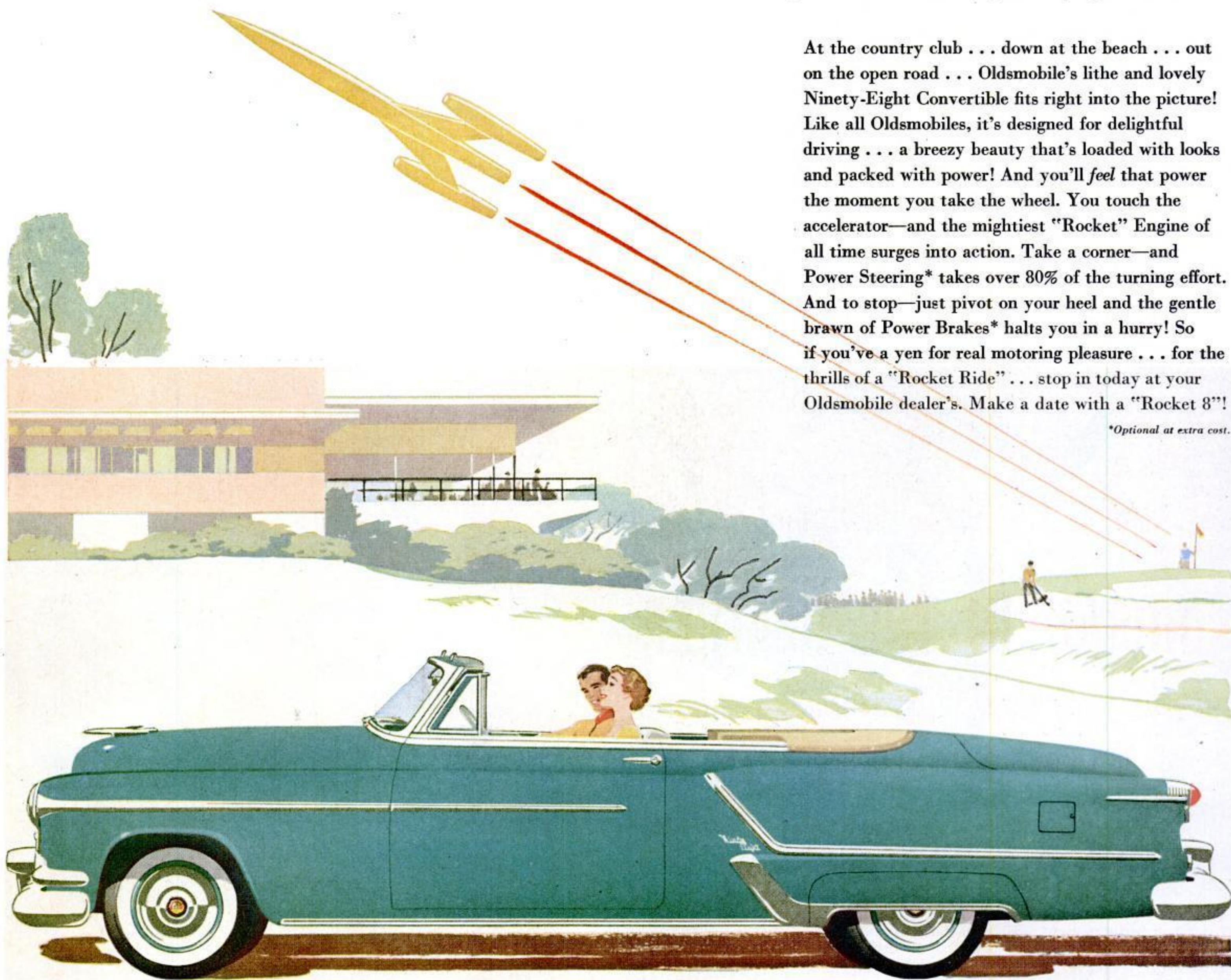
# Sports Classic



*Soft, pliant, leather—in matching shades or solid colors—enhances the ultra-smart interior of the Ninety-Eight Convertible.*

At the country club . . . down at the beach . . . out on the open road . . . Oldsmobile's lithe and lovely Ninety-Eight Convertible fits right into the picture! Like all Oldsmobiles, it's designed for delightful driving . . . a breezy beauty that's loaded with looks and packed with power! And you'll *feel* that power the moment you take the wheel. You touch the accelerator—and the mightiest "Rocket" Engine of all time surges into action. Take a corner—and Power Steering\* takes over 80% of the turning effort. And to stop—just pivot on your heel and the gentle brawn of Power Brakes\* halts you in a hurry! So if you've a yen for real motoring pleasure . . . for the thrills of a "Rocket Ride" . . . stop in today at your Oldsmobile dealer's. Make a date with a "Rocket 8"!

\*Optional at extra cost.



Car illustrated above: Ninety-Eight Convertible Coupé. A General Motors Value.

"ROCKET" ENGINE

# OLDSMOBILE





**CARNOUSTIE WEATHER** forces spectators (above) to seek protection from hailstorm and Hogan to huddle under an umbrella as he plods to his next shot.

## HOGAN IN THE HEATHER

**Little Ben insults Scots, defies their weather and wins British Open on a long, tough course**

Ben Hogan's umbrella became a highly useful gadget last week as he played in his first British Open at Carnoustie. It rained and hailed, and the wind, mixed with smoke from nearby factories, seemed to blow in from all quarters at once. A freight train roars by the course, and mortar shells explode on a range not far away. Carnoustie, the longest (7,200 yards) golf course in Scotland, is owned by the town and takes an unmerciful hacking from weekend visitors, who invade its heather-strewn rough and leave its fairways pockmarked by divots. "Damn course," muttered Hogan. "You just can't keep going on it."

Rude remarks like this outraged the Scots. "You can't putt on putty," little Ben complained when his putter failed to work on the deeply turfed greens. "I've got a lawn mower back in Texas—I'll send it over." By the time the tournament was ready to start Hogan had most of Scotland doing a slow burn. Ninety-one golfers teed off in the championship proper, but the gallery had eyes for no one but Ben.

They swarmed after him through rainstorm and over ditches (p. 68), most of them hoping to see the Hogan legend come to a screeching halt. But what they saw—and ungrudgingly cheered—was a dead-tired champion, come from behind on the last round to win with a record 68. Showing little elation over his triumph, Hogan took a bow and departed, the third man in history (after Jones in 1926 and 1930 and Sarazen in 1932) to win both the U.S. and British Open tournaments in the same year.



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**Bactine**<sup>®</sup>  
BRAND  
**kills over 90% of**  
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 soothes the itching and penetrates cracks to kill fungus germs.

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Cools, soothes, relieves discomforts from poison ivy and oak, nettles, and from other common skin irritations.



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 Made by the Makers of ALKA-SELTZER  
**MILES LABORATORIES, INC., ELKHART, IND.**



**WOOLLY ROUGH** is traversed by eager spectators sprinting to get a vantage place to watch Hogan take his next shot.



**NASTY BROOK**, one of Carnoustie's most aggravating hazards, traps golfer's ball, but the spectators help him fish it out.





**Hogan**  
CONTINUED

**FACTORY** looms behind the green at Carnoustie's sister course and freight trains rattle past as Hogan strokes a long putt.



CONTINUED ON NEXT PAGE



## Feed your dog like this Dash-fed champion!

*Champion Even Direct of Aragon*, one of the many dog show winners who thrive on Dash, seems to rate high as a baby-sitter as well. The happy disposition of this Irish Setter stems from wonderful health and wonderful care. Much of this you can easily offer to your own dog. Start by feeding Dash—for proper care *begins* with proper diet. Dash is a quality dog food—a complete, well-balanced diet containing every food factor dogs are known to need for robust health. Best of all, in Dash, your dog gets the *richest* of all meats in proteins, vitamins and minerals. You see, Dash is fortified with *liver*! And the liver in Dash is as rich and nourishing as the liver you'd buy for your own table. Decide now to see how much an improved diet will do for your dog. Then buy Dash next time you shop!

# Dash is fortified with LIVER!

CONTAINS CHLOROPHYLLIN—Stops Doggy Odors



A product of Armour and Company



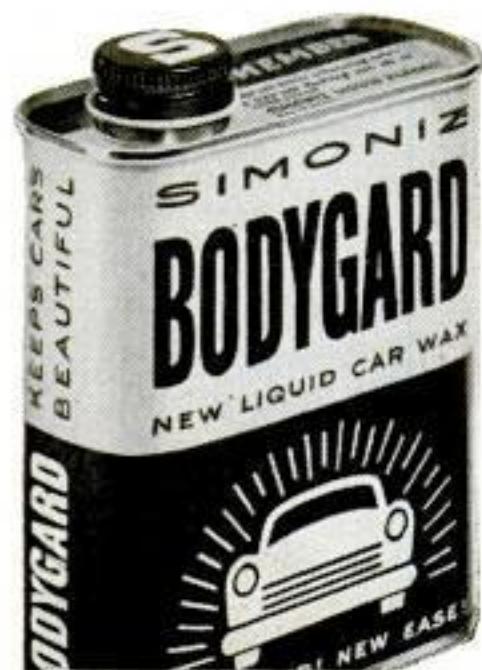
# NEW! LIQUID CAR WAX BY SIMONIZ!



## BODYGARD gives a **SHOWROOM SHINE** *in minutes....no rubbing!*

No hard work! No rubbing! In minutes—you can get a durable **SHOWROOM SHINE** that stands up through all kinds of weather, lasts for months. Road use tests prove **BODYGARD** outlasts any liquid wax you can buy. Thousands of car owners know this. "Bodygard really stands up," writes W. D. Ritch of Charlotte, N. C. "It lasts months longer than any other polish I've ever used."

Don't confuse **BODYGARD** with ordinary liquid car waxes. There's a big difference. It's the only liquid car wax with the "Simoniz Secret." That's why it shines brighter, protects months longer. Goes on smoothly—without streaking or smearing. Protects your car for months with a tough, durable wax surface. Get Simoniz **BODYGARD** today.



Only  
**98¢**  
for big  
12 oz. can—  
enough for  
2 car waxings.



because it contains  
the "Simoniz Secret"

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**1.** No matter what wax you use—you must **CLEAN** your car first, otherwise dirt and stains will show through. For best results always use **SIMONIZ LIQUID KLEENER**. After cleaning—use **BODYGARD**.



**2.** Just spread on **BODYGARD**—let it dry—wipe it off. In minutes you can get a sparkling durable finish that seals out rain, road scum, traffic film. Protective lustre lasts longer!

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Hogan CONTINUED



**JUMPING A DITCH** which cuts through the long grass at Carnoustie, some hasty Scots hurry down to fairway.



**CAUGHT IN HAIL** without an umbrella a spectator huddles to protect balding head against driving storm.



**OUT OF SHOES**, a Scot who thought he was being foresighted, carries both pairs he brought, goes on in his socks.



Choo...choo...choose your favorite —

# Kellogg's

## VARIETY PACK

**Roll out freshness  
and variety...**

**Breakfast's ready in 30 seconds!  
So quick! So convenient!**

**No pots or pans.**

Everyone in the crew can switch to individual favorites when the breakfast fare is Kellogg's Variety Pack. Ten generous servings of eight different oven-fresh Kellogg's cereals include:

**CORN FLAKES**, the crisp, crisp flakes with the deep, deep flavor.

**SUGAR CORN POPS**, golden nuggets—with the sweetenin' already on.

**RICE KRISPIES**, say "Snap! Crackle! Pop!" to tell you they're Tumble-Toasted.

**PEP WHOLE WHEAT FLAKES**, Melba-Toasted for extra crispness and rich flavor.

**SUGAR FROSTED FLAKES** of corn, G-rreat! for breakfast or snacks.

**RAISIN BRAN FLAKES**, the cereal with the fruit already on it.

**SHREDDED WHEAT**, in the handy, bowl-size biscuits.

**40% BRAN FLAKES**, for that "Bran, New" feeling.







## *How to say welcome . . . in 3 easy words!*

When the 'burgers are grilled and the bottles are chilled—that's your cue to fill the glasses with smooth, sociable, satisfying Pabst Blue Ribbon. Here is the beer for you who seek new adventures in good taste and good living...a welcome discovery that opens up a whole new world of beer enjoyment.

**Try this . . .** For just 7 days . . . make smoother-tasting Pabst Blue Ribbon your beer. Then you'll understand why more people today are enjoying Pabst Blue Ribbon than ever before in Pabst's 109 year history!

**DRINK PABST BLUE RIBBON . . . finest beer in our 109 years!**

FOLLOW PABST BLUE RIBBON BOXING BOUTS . . . EVERY WEDNESDAY NIGHT ON TELEVISION . . . CBS NETWORK. Copr. 1953, Pabst Brewing Company, Milwaukee, Wis. Trade Marks Reg. U. S. Pat. Off.





LED BACK TO HIS STALL IN PIAZZA BY HIS PROUD OWNER, COLT BICCHIERINO IS FOLLOWED BY A PARADE OF HAPPY, SINGING CHILDREN OF THE SQUARE

# Everything Goes On in the Piazza

LIFE IN A ROMAN SQUARE IS BUSY AND PUBLIC

PHOTOGRAPHED FOR LIFE BY HENRI CARTIER-BRESSON

There are many famous piazzas, or squares, in Rome, like the Piazza del Popolo, the Piazza di Spagna, the Piazza Navona. The Piazza dei Ponziani is not among the famous ones. It huddles between crumbling stone buildings an alley's length from the Tiber river. Each day, over its ancient cobblestones, the people who live around it make a thousand exits and entrances to eat, argue, gossip, play, sing. They and the piazza—so much like countless other squares in Italian cities and villages—are hardly noticed by tourists from the more fashionable side of the Tiber as they hurry through to visit the historic church of Santa Cecilia

nearby. But Photographer Henri Cartier-Bresson came upon the square when it was agog with an exciting newcomer, a colt named Bicchierino, who had been born to a mare that pulled the carriage of a piazza hackman.

Pausing to record the excitement brought on by the lively antics of the colt, Cartier-Bresson also caught the comings and goings of people in the piazza. It was in the summer, when the water fetchers come more frequently to the square's fountain, when the *trattoria* (small restaurant) puts its tables outside and when the people of the piazza make almost a public performance of their private lives.







# Workers, Water Fetchers, People Passing Through



**FISHMONGER**, Augusto Rondone, who bicycles to sea each day to buy cuttlefish and octopuses, washes fish at piazza fountain, sells them to families and *trattorias*. The children in background above play *giro giro tondo* (ring-around-a-rosey). Girl on opposite page walks away from fountain with drinking water.



**REED-GATHERER** who collected osiers (willow reeds) in the countryside, heads homeward through the piazza.



**OLD LADY IN TRANSIT** never lifts her eyes from her postcard as she walks through the piazza.



**COAL MAN**, hooded like a medieval monk, unloads sacks at shop of the piazza's coal merchant.

**CHILDREN WITH WINDFALL**, a bedframe they have found, rush to sell it as scrap. Youngsters of the piazza are always on lookout for salable junk. In piazza flats where rents average \$2.50 a month tenants live two to a room.





**KEEPING UP WITH NEWS** in the piazza, the neighbors gather around the tables of the *trattoria* (above) or meet in street (right) to exchange bits of gossip. Trees in the background border the Tiber.



## Busy Gossips, an Old Man's Bride and a Long-lived Braggart



**NEWLYWEDS** Mr. and Mrs. Francesco Sancinelli chat in piazza social center, the *trattoria*. Sancinelli, who was a widower, is considerably older than his bride.



**LUIGI THE BRAGGART**, a tramp who stops nearly every day in the piazza for wine (above and opposite page), entertains piazza crowd with a song and a tall story, endlessly explaining that there is one sure way to live to his ripe old age of 74: by sleeping, as he does, under a Tiber bridge.





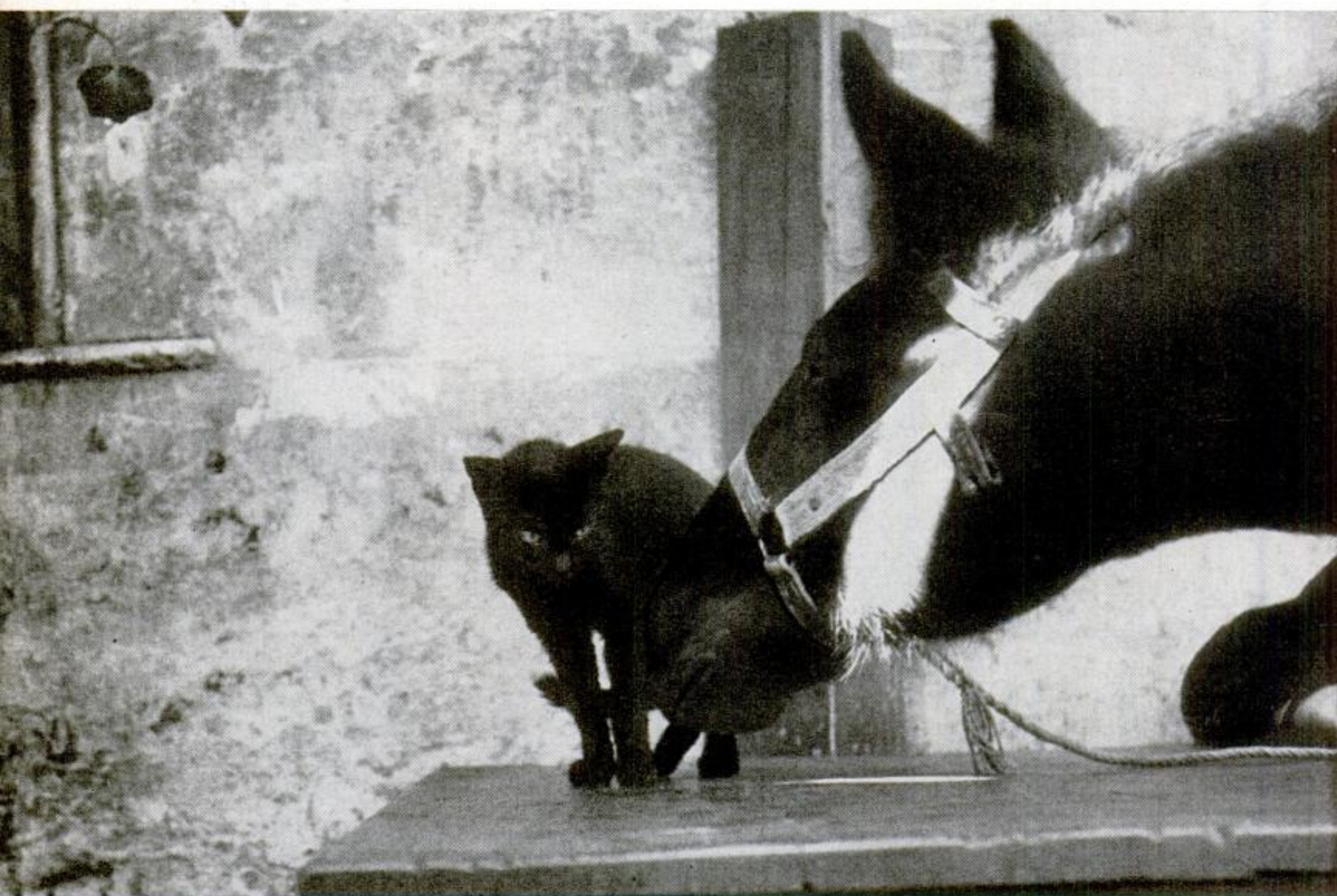
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**BAREBACK ON BICCHIERINO**, little Cesare Mengarelli is held by his father. Rides on the colt were the piazza children's biggest treat, and every youngster who clamored to get on—almost all of them did—was given a ride. Usually frolicsome, Bicchierino never once reared up while carrying a child on his back.

## The Friends and Frolics of the Little Horse



**NUZZLING A FRIEND** on *trattoria* table, the colt gets a dubious reception. The little horse also was fond of putting his nose into customers' wineglasses, which won him the name of Bicchierino (little glass). But some of the opera-loving piazza folk insisted on calling him Othello "because he is dark and noble."







**GETTING A DRINK** from fountain, Bicchierino is refreshed after a romp with the piazza's children. Whenever the colt's mother, named Dora, returned to the piazza, Bicchierino dashed up to her for milk.



**DISTRACTING COLT**, his part-time caretaker jumps him as a goose is killed for biggest event in Bicchierino's life—a picnic arranged by piazza people to give colt his first day in country (next page).

**VISITING A LANDMARK** across the Tiber from the piazza, Bicchierino is taken up the steps of the Temple of Virile Fortune. Nearby, the ever-hungry colt found a few patches of green grass to nibble on.





## PIAZZA CONTINUED



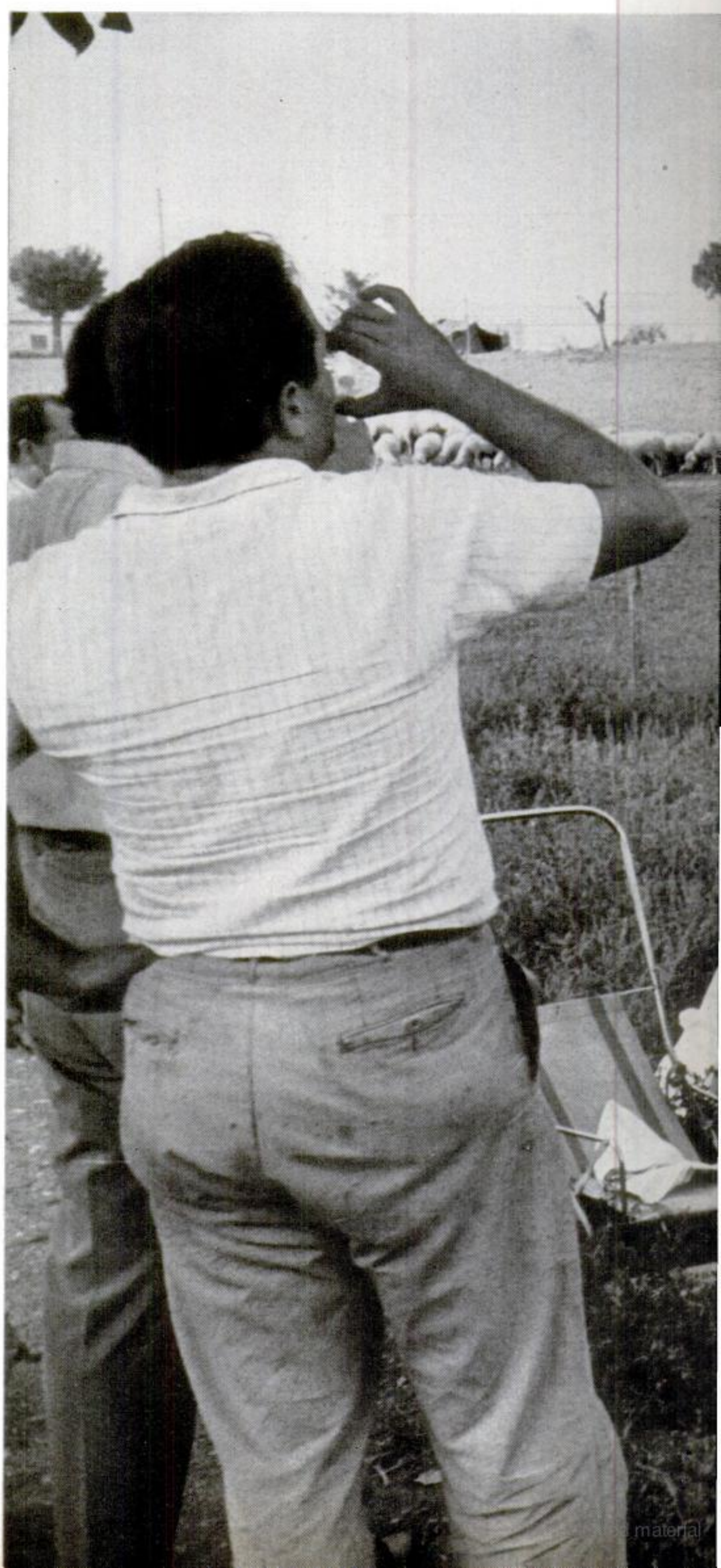
**OUT IN COUNTRY** near Rome, on the picnic given in honor of the colt, Bicchierino cantered about alongside his mother, who patiently gives ride to a pretty girl of piazza (left). Above, friend of the colt squirts his own wine into Bicchierino's mouth.

## Away from the Piazza on a Pastoral Party



**BIRTH OF A LAMB** bemuses Alberto Rossi and his fiancée, Rossana Teatini, who look on in mute fascination as the lamb whimpers while its mother licks it clean.

**IN THE SUMMER AFTERNOON**, picnickers eat. One old man started to make a speech to salute the great event in the colt's life, but full of sun and wine he fell asleep. The others hardly noticed he had stopped as they lolled in the pleasant fields before drifting back drowsily to their homes in the piazza.







**SPIRITS SOARING**, blonde Maria Rondini capers in the fields with friend (left), hugs boy friend (center) and when nearly all the wine is drunk (right) joins the piazza electrician, owner of a rousing baritone, (right) in second-act duet from *Tosca*.

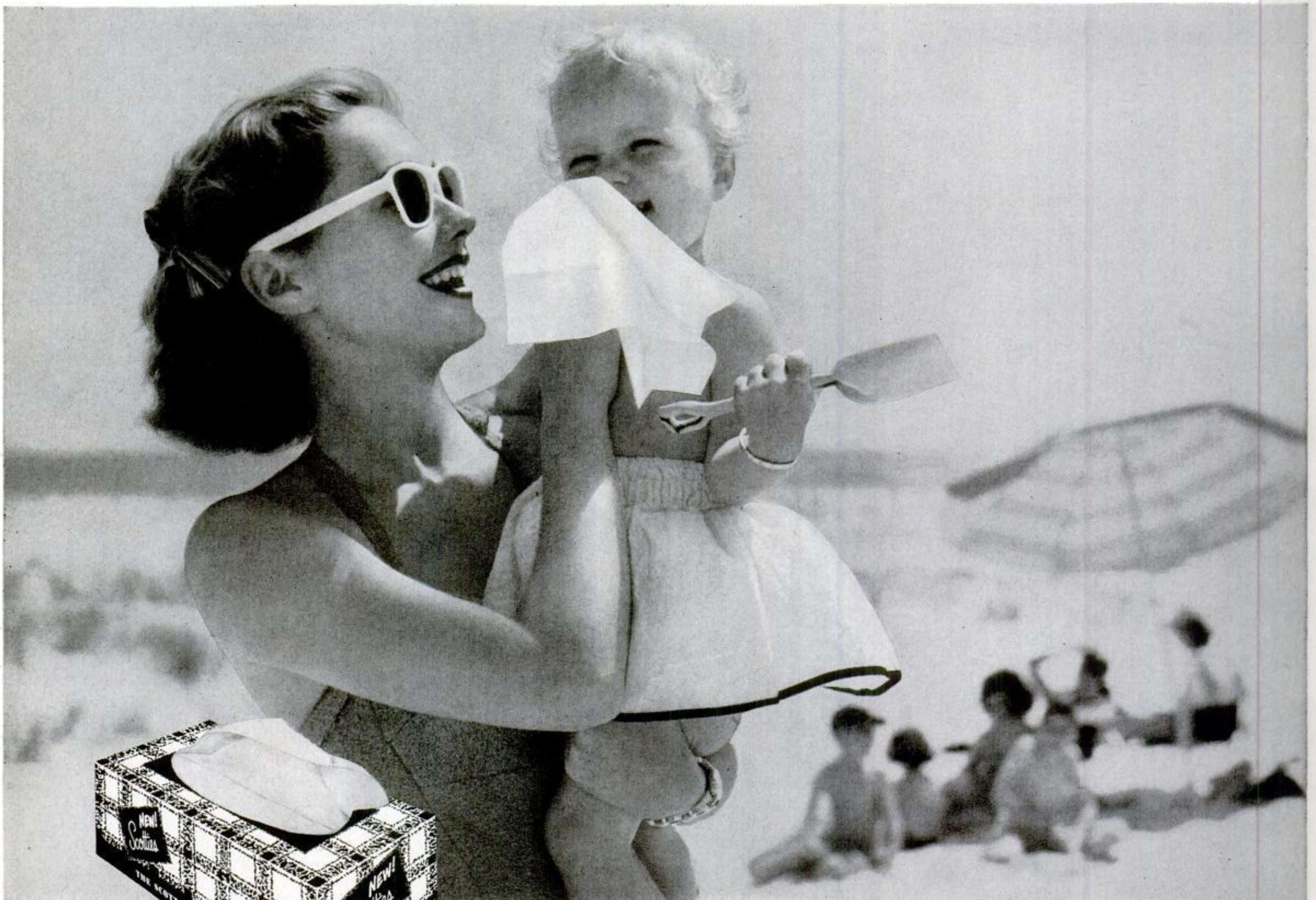




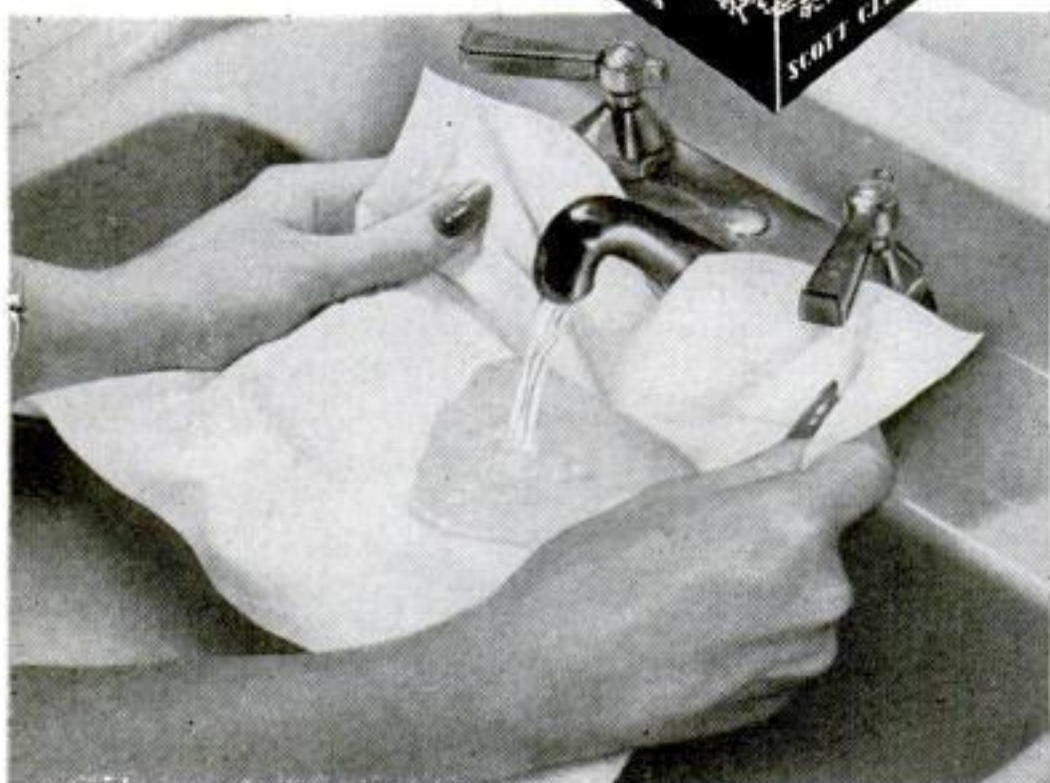
# NEW WET-STRENGTH HOT WEATHER TISSUE



THEY BLOT A DAMP BROW WITHOUT CRUMBLING



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## NEW SCOTTIES WIN THE SUMMER CROWD

Here for the first time is a facial tissue that really takes hot weather punishment.

New Scotties have a special wet strength. After-swimming, salt-watery noses can be wiped thoroughly and these strong but soft tissues don't go to pieces.

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Yet for all their marvelous wet strength—New Scotties are softer than ever, gentle to the most sensitive skin.

Use new "wet-strength" Scotties like cloth handkerchiefs this summer. In the big family box or the handy vanity size, they're another great Scott value. Scotties are thrifty.

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← SEE HOW NEW SCOTTIES HOLD WATER WITHOUT TEARING



# SPYROS SKOURAS AND HIS WONDERFUL CINEMASCOPE

With a giant screen, a movie giant  
says that he will save Hollywood yet

by ROBERT COUGHLAN

THE rain, sifting in gusty wet webs across the floodlit entrance of the RKO Pantages Theater, wetting the gifted and beautiful people until the night was full of the odor of damp mink, sprayed down also on Hollywood's palms and hibiscus, the geraniums that grow like trees, the lilies and oleanders and all the bright, waxy blooms looking artificial and faintly stale like displays in some immense funeral parlor. They seemed fresher next day; so did the people. The sun burned slowly through the morning smog. The day grew bright. There was a splashing sound as, with one movement, the lovely girls flung themselves into a thousand swimming pools and their escorts poured soda on Scotch.

Hardly anybody was working. The vast sound stages stood silent, with only now and again the familiar bustling confusion of creation.

But near the swimming pools and at the tables at Lucey's and Romanoff's and Chasen's there was a great deal of sound—a strange gabble, a new language. "Cinerama," people were saying. "Wide-screen CinemaScope Bausch & Lomb. Magna: Todd A. O. for American Optical. Aspect ratio. But polaroid 10 million glasses. CinemaScope 2.55. Columbia four-way and two to one. Goldwyn!" Everyone had an interested, happy look. Darryl Zanuck strode down the flower-bordered path to the 20th Century-Fox executive dining room, swinging his riding crop at small aspect ratios hiding in the grass, muttering and growling, "3-D, that's no good. I know that's not the answer." He took his club of a cigar from his mouth, flung himself across the arms of his chair, stretched out like a houri on a cloud and screamed conversationally, "I just saw yesterday's rushes from *How to Marry a Millionaire*! Wonderful! Wonderful! Here was Lauren Bacall on a couch! Like this! Her head was at one end of the screen and her feet were touching the other end! She filled the screen! *She was 64 feet long and in color!*"

At Stage 6 at the old Fox lot on Western Avenue exhibitors from north, south, east and west clawed their way through the door while press agents shouted above the din, "There's another screening, we've arranged for extra screenings . . ." and emerged ululating, "... great, great, great, great, great, great, great, great, great. . ."

Charlie Feldman, the important agent, stroked a silvering sideburn in pensive astonishment. "It's crazy," he said. "Nobody's working but I've never seen such optimism. I never saw such a crazy situation all over town."

At the center of it all, spinning like the vortex of a tornado, was the cause of it all—a stocky, ebullient Greek immigrant named Spyros Panagiotis Skouras. For he had found what seemed to be an answer—newer, more colossal even than 3-D—for the movie industry's most grievous troubles. His elixir is called CinemaScope, and it achieves what TV has little practical possibility of doing: by means of a very wide, curving screen and special sound equipment it gives to audiences an immense panoramic picture with "depth illusion" in which the sound seems to come directly from the source of the action, as on a stage. Shown in rough form to the movie industry last March, when it caused all the afore-mentioned excitement, it is about to make its first public appearance when the \$4.5 million CinemaScope epic, *The Robe*, is released at the Roxy in New York and shortly thereafter at

CONTINUED ON NEXT PAGE

**AN IMPATIENT TYCOON**, Skouras in his New York office falls into a rare moment of inaction. Ordinarily he squirms, bounces, taps his fingers nervously.





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**SHOWING OFF CINEMASCOPE** in Hollywood demonstration, Marilyn Monroe, Betty Grable, Lauren Bacall fill giant screen, and 20th Century's

### SPYROS SKOURAS CONTINUED

100 other big theaters around the U.S. Skouras is betting his career and the solvency of 20th Century-Fox Film Corp. of which he is president that the public will be equally enthusiastic and come back to the theaters in something like its old numbers. To back up his conviction he has committed 20th Century-Fox's whole production to the new process, an investment so far of \$30 million.

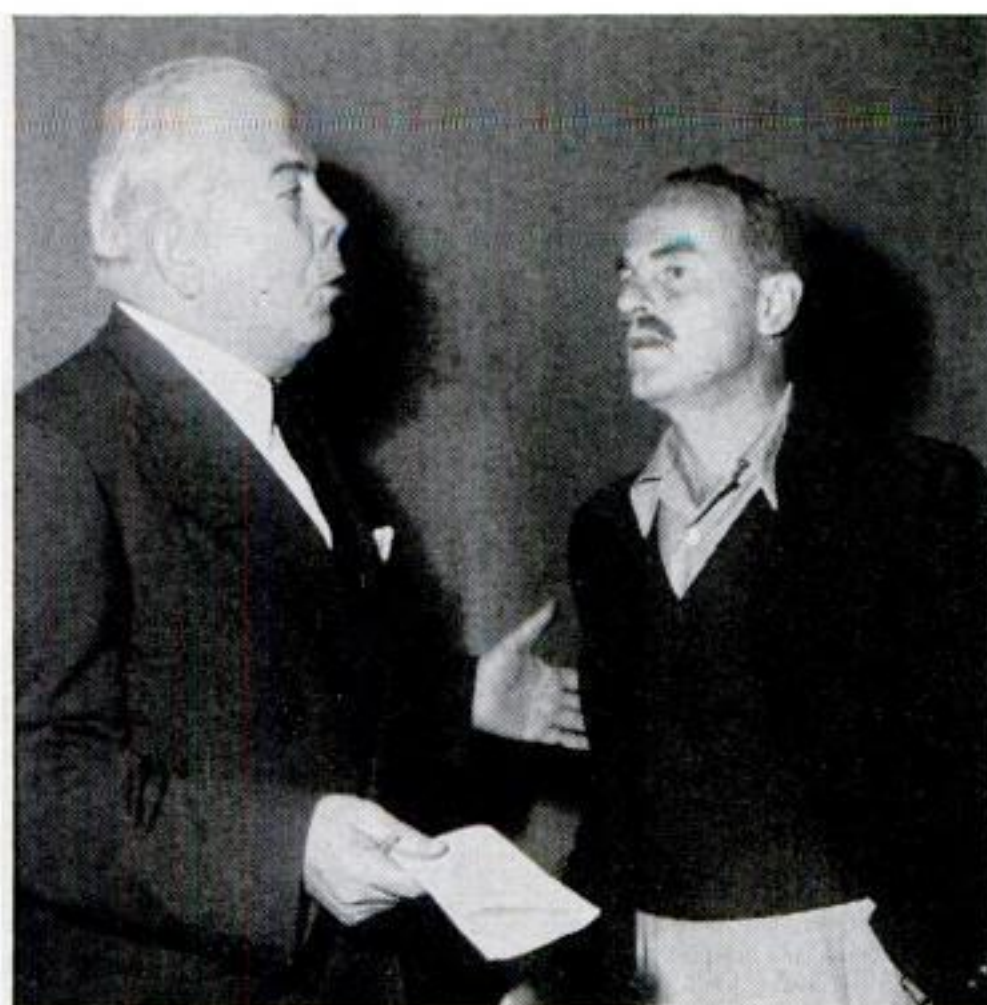
It was his monumental plunge, coming as it did on top of the still-fresh uproar caused by the industry's rediscovery of three-dimensional movies, that stopped a large share of the cameras in Hollywood. Unwilling to make movies that might soon be outmoded by new techniques, many producers did nothing, waiting for a sign from heaven. Subsequently one after another of the major studios announced some version of "wide screen," and now most of the industry has formed a disorderly caravan behind Skouras, headed helter-skelter toward the land of happily-ever-after.

The audience, of course, will decide whether it is a sunrise or a sunset they are heading into, but if anyone can "save" the movies Spyros Skouras would seem to be the man. After a talk with him it is easy to believe that movies have been the greatest civilizing influence since Christianity, the greatest educational influence since the invention of movable type, the greatest cultural advance since the Age of Pericles and the greatest agency for political stability since the Roman Empire. Even family life, Skouras is sure, would be seriously jeopardized by the decline of the movies, an understandable conviction in view of the part they play in his own family life. Not only are his two brothers Charles and George and his oldest son movie moguls in their own right, but Skouras' idea of a delightful evening at home is to run off two or three feature-length films in his private projection room. He sees not only the whole output of 20th Century-Fox but that of every other major studio and important independent producer, a total of some 300 features a year. Since Skouras is intensely gregarious and likes to share his pleasures, relatives and any friends within reach are dragooned for these continuous film festivals. His daughter-in-law, hospitalized after the birth of her first child, recalls that after a while she began to feel uneasy, as if something were inexplicably but terribly wrong. She assumed that it was a form of postnatal depression until it occurred to her that something *was* wrong—she perforce had not been seeing five or six movies a week.

### Spiraling with Spyros

**A**LTHOUGH Skouras seems never to have recovered from his original amazement and delight that moving pictures move, and can lose himself endlessly in rapt contemplation of this miracle, he is by no means uncritical of them. He is always looking for ways in which the technical qualities of his favorite art can be improved, and CinemaScope, which in a sense was his personal discovery, is the bonanza that followed years of prospecting. Having learned about the process only last December, it was characteristic that within less than three months he had tested it, settled the patent rights, committed his company to it, worked out numerous complex deals with equipment suppliers here and abroad and plunged both the exhibition and production sides of the whole industry into complete chaos.





bosses, Skouras and Zanuck, prepare a pitch. In this scene from *How to Succeed in Business Without Really Trying*, curves enhanced by curved screen, is 43 feet long.

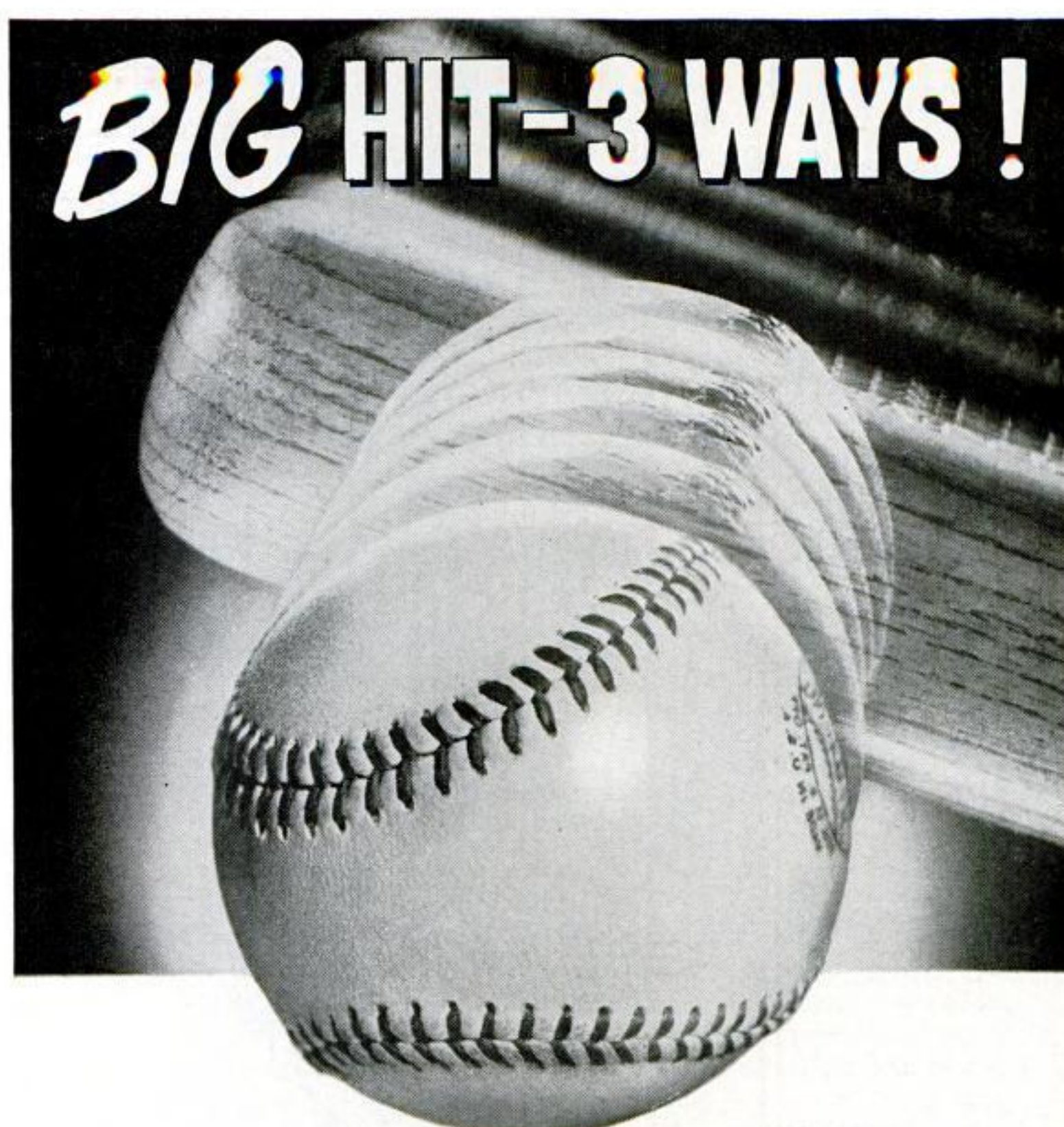
Skouras has the patience of a fox and the endurance of a goat when these qualities are necessary in gaining an end, but he prefers to act like a bull moose and usually does. When he charges a target, debris—and often a body or two—fills the air. Like the man who meant “skat,” Skouras means “now” when he says it, and the lapse of even a little time makes him extremely irritable. Skouras’ war against time drives him to extremes that probably would kill a man with a less rugged physique. His working day ordinarily is at least 12 hours long, and often as much as 20. It begins at about 7 a.m. when, en route by car from his home in Rye, N.Y., he picks up one or more of the 20th Century-Fox executives who live in neighboring towns and conducts business all the way to New York City. There he goes at once to the Turkish bath included among the comforts of his office, often trailed by an executive or two, and then to the massage table, where he begins dictating to a secretary and making telephone calls to various parts of the world. In a pinch he has been known to cut the massage time in half by having two masseurs, one for each side. At the barbershop, his next stop, he continues to dictate and talk on the telephone while Ralph, the barber, beats, steams and colognes his face. Then, nattily but conservatively dressed, he is ready for the official beginning of a supercharged day which ends some time between 7 p.m. and 4 a.m.

Actually, while Skouras’ nominal sleep quota is only four or five hours a night, he usually manages to accumulate another hour or so in cat naps during the day. He has an astonishing and often disconcerting ability to fall instantly and peacefully to sleep under almost any circumstance. “You’ve got to watch him like a hawk,” one of his associates says. “You think you’re having a talk with him, and all of a sudden the son of a gun’s gone to sleep on you. Then he’ll wake up in a minute or two feeling great and go right on.” These naps are not only restorative but often protective, saving Skouras the discomfort of listening to things he would rather not hear.

#### A game of gins

ON the other hand, he can stay awake almost indefinitely under the stimulus of a business deal or any other sort of competitive activity. Murray Silverstone, president of his foreign subsidiary, recalls a typical three-day wakefulness marathon in Paris after which both men groggily boarded a plane for New York. “I’m dead,” Skouras announced. “Let’s go to bed right away, hah?” Silverstone readily agreed. “But Murray,” Skouras said, “we should have one game of gins rummy first. I think it would relax us an’ we would sleep better.” They played, and Silverstone won by such a big score that Skouras demanded another hand, which Silverstone also won. “So we kept on playing,” he remembers. “I couldn’t seem to lose. And I was so tired.” At Shannon they took time off for a snack at the air terminal, then played all the way to Newfoundland, where they stayed in the plane while the other passengers got off to stretch their legs. By then Skouras’ luck had improved, and on the flight to New York he whittled Silverstone’s lead steadily until at last, as the plane taxied up and stopped at the passenger gate in New York, he was within a few points of overtaking him. “We got just in time for one more,” Skouras urged. The plane emptied and while the baggage was being unloaded Skou-

CONTINUED ON NEXT PAGE



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## SPYROS SKOURAS CONTINUED

ras won the hand, making the score exactly even. "Come on, Murray!" he said sharply. "Let's get out of here an' go to work!"

These peculiarities of temperament and physiology, along with the sudden, apoplectic rages which seize Skouras when things are not moving fast enough or smoothly enough to suit him, are responsible for an occupational disorder among his staff which is known as "Skourasitis." Its symptoms are general exhaustion, jumpy nerves and a reiterated wish to "walk out of here one of these days." Yet his assistants stay on for years, and the reason is not chiefly the good salaries Skouras pays but the extraordinary charm which attracts and holds his victims like flypaper. Skouras immediately puts all human relationships on a close personal basis. "What's your first name?" he demands of the stranger. "Joe? You got a family, Joe? Good! Listen, Joe, you do me a favor. Tell me what you think about an idea. . . ." Even politicians, who know all about this technique, are whirled along by Skouras' exuberant humor and his instinct for the vulnerable spots in the human ego.

Energy, driving force, shrewdness and personal warmth would perhaps have made Skouras a success in almost any business, but what equips him particularly for show business is his colossal optimism. Misfortune merely excites him, offering as it does a fresh new challenge to meet and obstacles to be vigorously overcome. Indeed his career from the beginning has been based on misfortune; and troubles have been spurring him on ever since.

It was bad luck in the first instance to be born (in 1893) into a family of 10 children of whom half were girls, for the girls as they grew up to marriageable age needed dowries. Moreover, the Skouras farm at Skourohorian ("Skourasville") was infested by "Mediterranean worm," which ruined the vineyards, and then was flooded by a burst dam, which left it covered with stones and sand. The solution was to hoard all remaining resources for the dowries and to put the four boys—one had died in infancy—to work as soon as possible. As the oldest son, Demetrios had the duty of staying on the farm to try to rehabilitate it. Charles, the next oldest, took steerage passage to America where the streets were said to be paved with gold. Spyros, next in line, was allowed to stay in school until he was 13 and then sent off to the nearby city of Patras to work as a printer's devil, and later as an office boy at an insurance and navigation company. He was still there when, in 1910, Charlie sent him the money for passage to the U.S.

Charlie had done well in the land of opportunity. Starting as a bus boy at the Jefferson Hotel in St. Louis, he had risen to become a bartender and was getting about \$25 a week in tips besides his regular salary of \$8 a week. Soon he was able to start Spyros on this same ladder with a job as bus boy at the Planters Hotel. Within a year Spyros (pronounced spear-o) and Charlie (pronounced tsolly) were able to send for their youngest brother George (pronounced tsorts) and establish him also as a bus boy, thereby forming a team that before long developed into the greatest family act since the Cherry Sisters.

### An early patriot

**E**VEN as a little boy in Skourasville, Spyros had been fretted by ambition and a thirst for knowledge. St. Louis merely increased the size of his ambitions. The 16-hour day became a habit with him then. He arrived at the Planters at 3:45 a.m., presented himself to Frank Balzer, the bartender, stood at attention and sang *The Star-Spangled Banner*; for Balzer, who was both patriotic and kindhearted, demanded this on the grounds that it would improve his English and make him a good citizen. Thereupon he attacked 12 big blocks of ice, pounding half into lumps for highballs and shaving the others into fine ice for cocktails. Then he swept out and prepared for the first customers at 10 a.m., after which he doubled as a waiter. Finishing at 4 p.m., he went to the Jones Commercial College where he studied accounting, commercial law, English, and shorthand. Sometimes by bedtime, he recalls, his feet were so sore that patches of skin came off with his socks. After two years at Jones he took night courses at the Benton College of Law, with no special desire to be a lawyer, but to equip himself as broadly as possible for a career in business.

The brothers lived frugally, walking to work from their cheap rooming house to save the 5¢ carfare and allowing themselves only the luxury of going to the nickelodeons or vaudeville theaters or amusement parks on Sunday, their day off. Already they were thinking of the entertainment business as a possible target. They had a joint bank account, and by 1913 they had saved \$3,500.

News of this bank roll was like catnip among the city's numerous Greek colonists, and particularly interested three men who were building a nickelodeon and needed extra capital to finish it.

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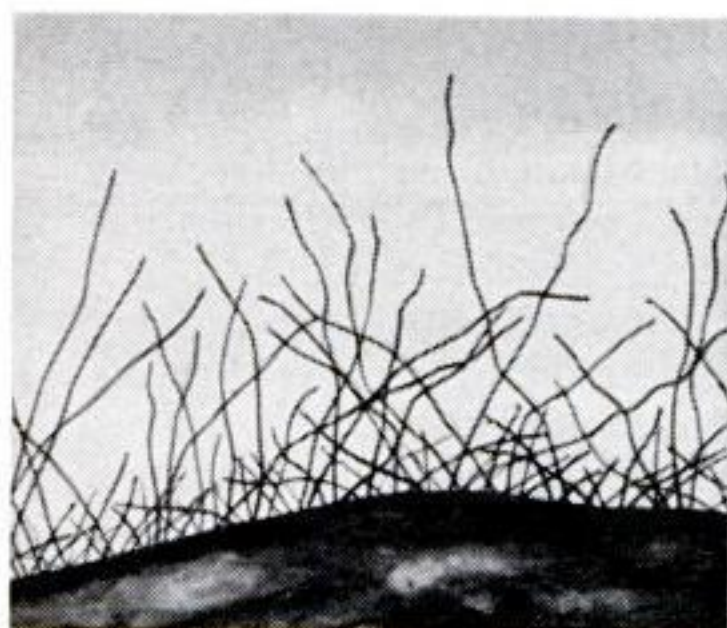
These fungi, drawn from actual microphoto, are only a few of many believed to cause Athlete's Foot. These parasitic micro-organisms are carried through the air; you can pick them up from floors, bath mats, swimming pools. Reinfection from shoes or stockings, even after they're washed, is common.

# ATHLETE'S FOOT

What it is • How you get it  
How you recognize it • How to get relief

**DERMATOPHYTOSIS**, which is commonly known as Athlete's Foot, actually afflicts a large percentage of people who think they are healthy as can be. This disease is usually carried between the toes, can lie dormant for months, then become acute—even spread to other parts of the body, where it is usually diagnosed as *ringworm*.

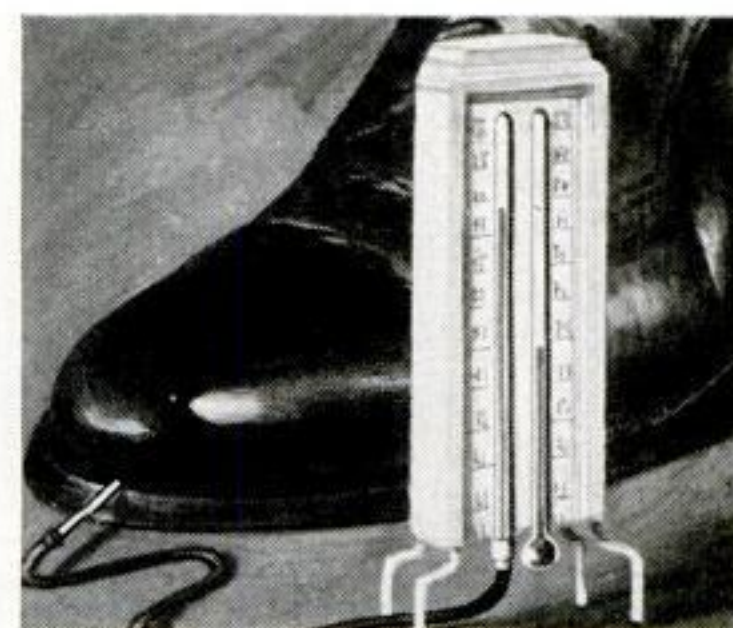
Athlete's Foot can cause great discomfort, even loss of valuable time from work. But immediate treatment, as shown here, of itching or cracks between the toes, generally can keep Athlete's Foot in check in its early stages.



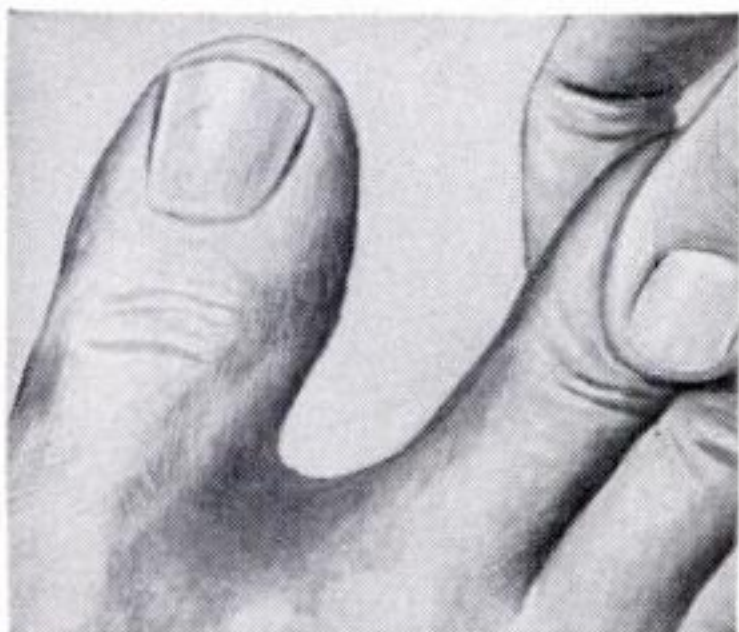
Athlete's Foot fungi thrive in moist, protected places. They live on dead flakes of skin. Thus the places between your toes provide an ideal "culture" in which they can flourish, as this illustration from a microphotograph shows.



Left untreated, Athlete's Foot organisms can burrow beneath skin, attack nerve endings, lead to severe disability that may last for years. Athlete's Foot in advanced cases like the one shown here, requires the care of a doctor.



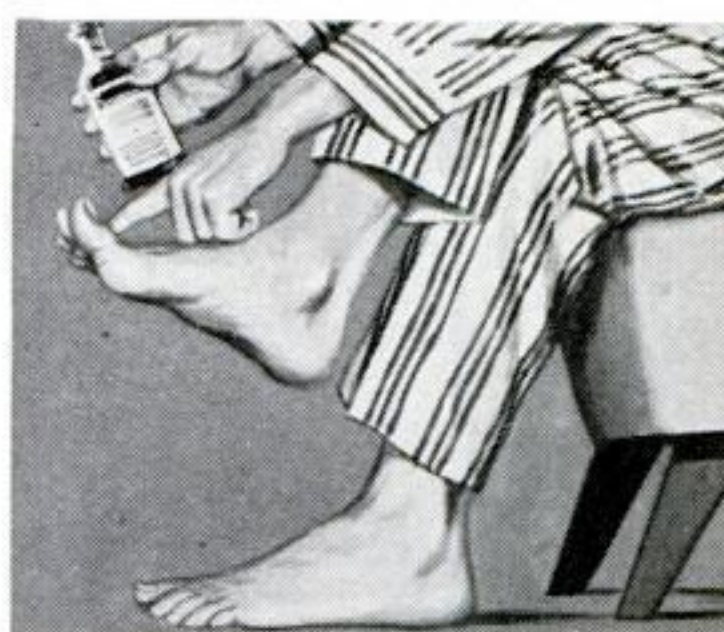
Walking on hot summer pavements makes foot temperature soar, causing excessive perspiration, inviting Athlete's Foot. It lets the fungi breed and grow twice as fast, irritates the skin between the toes until it cracks.



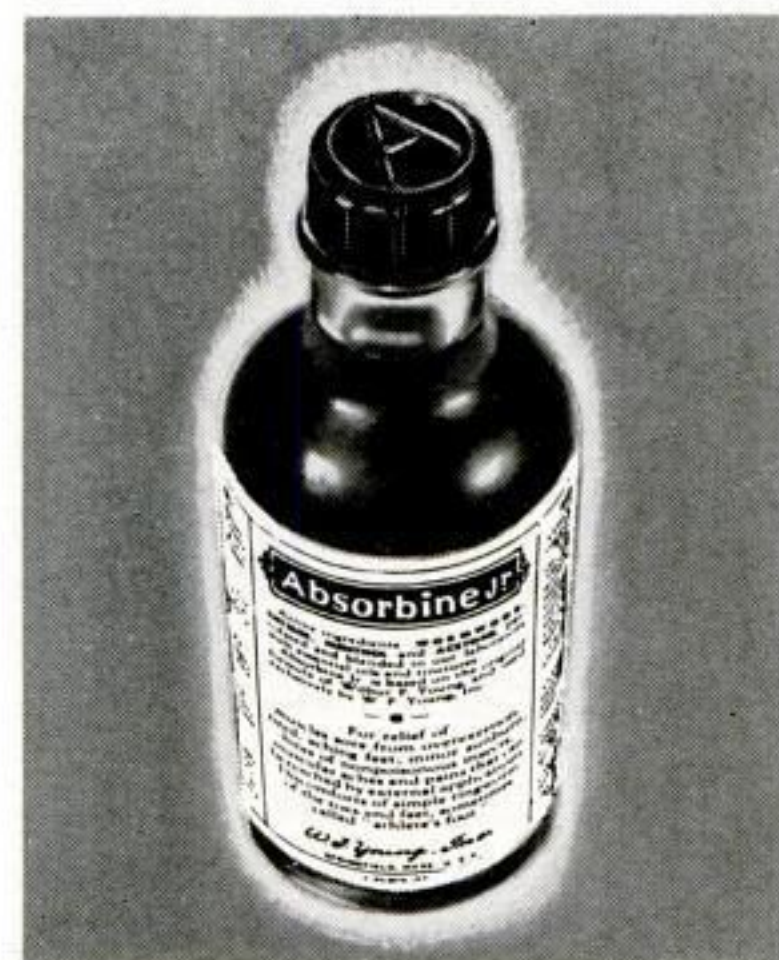
Raw cracks between the toes are "open invitations" to infection. Athlete's Foot fungi get in these cracks, spread and infect. Toes redden, itch. Skin flakes off in whitish patches. These are usually symptoms of Athlete's Foot.



For relief of Athlete's Foot symptoms, apply Absorbine Jr. to the skin between toes. Absorbine Jr. kills all the Athlete's Foot fungi it can reach, dissolves perspiration products on which they feed, promotes skin healing.



To guard against Athlete's Foot, use Absorbine Jr. daily during hot summer months. That's when Athlete's Foot is most likely to strike. To help prevent reinfection, boil socks 15 minutes, don't share towels or bath mats.



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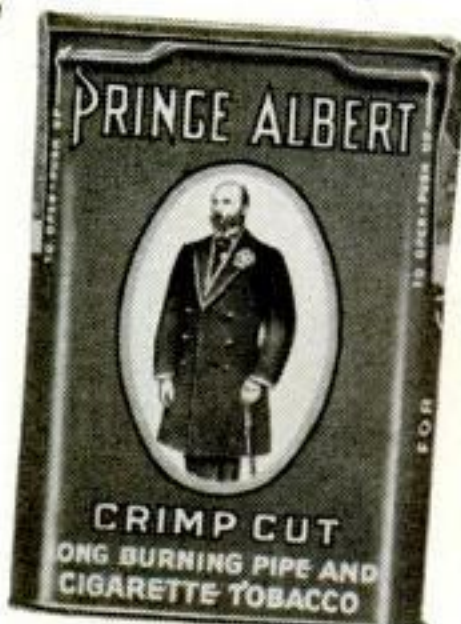


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## SPYROS SKOURAS CONTINUED

One, a friend of Spyros', approached him with the idea that the boys should invest \$3,000 in the project for a one-fourth interest. It was duly finished and named the Olympia. Before long a scale-model Peloponnesian War developed between the three Skourases and the three others, with the upshot that the former contracted to buy out the leading one of the latter, thereby giving the Skourases the controlling interest. The brothers were on their way.

Shortly they had paid this debt and saved enough besides to buy another small theater. In 1917 Spyros joined the Air Corps, and was within a few months of getting his commission as a pilot when the war ended. Six months after his return the brothers signed notes to buy the West End Lyric, a first-run house, and the Downtown Lyric, and soon afterward leased six other neighborhood houses. Everything they touched made money. By 1925 they had an interest in almost every important theater in St. Louis, as well as in most of the smaller houses, and had built the \$6 million, 17-story, air-conditioned Ambassador Building housing the Ambassador Theater, a cinema palace on the grandest scale. They were famous throughout the movie industry; and Spyros was a board member and trustee of First National Pictures.

It had come about through furious application to work and what has been called their "forest instinct"—quickness to seize and press any advantage, quickness to learn from experience, an intuitive understanding of human motivation which enabled them to manipulate people, individuals or whole audiences. At the Olympia, for instance, which lay in a slum populated by a yeasty mixture of races, audiences at first were so unruly that several times the riot squad had to be called. Instead of hiring bouncers, however, the Skourases hired pretty young usherettes, whose politeness so bemused the patrons that they behaved very nicely. From their hotel experience the brothers had learned the values of courtesy, service and above all "the personal touch." They managed so that from the moment a customer approached a Skouras theater he was enveloped in an atmosphere of warm solicitude. To all this they added the best entertainment they could find or invent. Their stage shows, which accompanied movies at their big houses, were the wonder of St. Louis, and theater operators from all over the Midwest came to look at them.



SPYROS AS AN AIR CADET

Since the brothers were as intertwined as a grapevine, it was difficult to know where one began and the other left off. Nevertheless, by tacit agreement among them there was a division of functions. George, as the youngest, was a junior partner and man of all work, a role he sometimes found irksome. He was less effusive to the customers than Spyros and Charlie thought he should be, and they took him to task about it. "Listen!" he said hotly. "I will polish the brass. I will carry the film. I will sweep with the broom. But by God I won't smile all the time. My cheeks ache!" Charlie as the oldest was the boss of the family. It was he who decided when the joint family bank account could stand the strain of new clothes and then led the expedition downtown to buy three identical blue serge suits and three identical pairs of shoes. It was he also who supervised their joint health, making sure that they ate the right foods and got plenty of rugged exercise. As soon as they could afford it and had the space they installed a wrestling mat and after

CONTINUED ON PAGE 89

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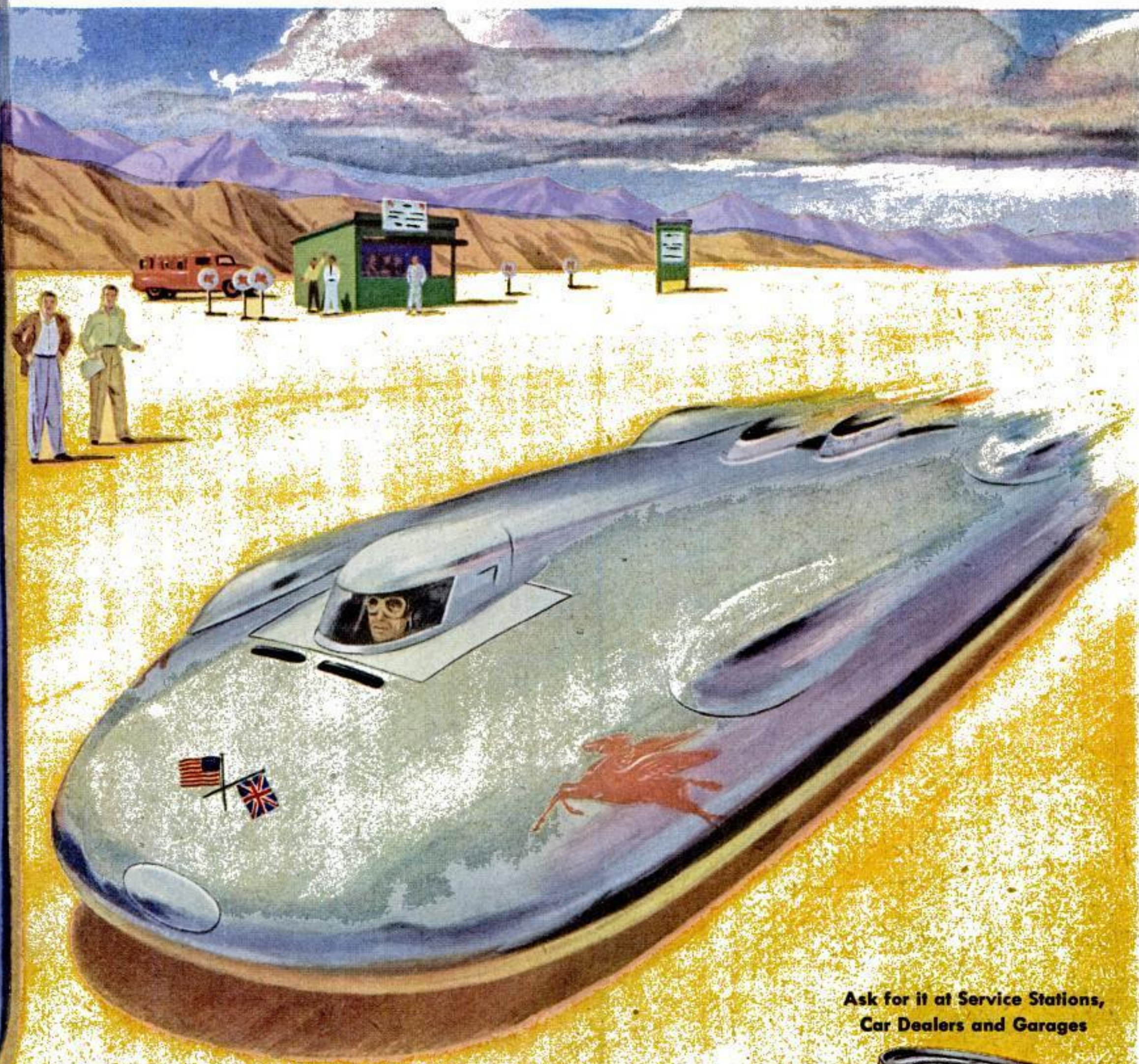
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hours did calisthenics and flung one another about in the Greco-Roman style. As the senior member Charlie also had the role of cautious patriarch, checking Spyros' grandiose ambitions. Naturally this led to arguments, and since both had powerful and volatile personalities employees and bystanders often were led to expect fratricide; but it was essentially just another form of exercise for both.

Spyros' own role was that of spokesman and public ambassador for the combine. As Charlie recognized, he was the most immediately likable and persuasive of them. Moreover, he had a good head for figures and had studied law, accounting and English, all of which left Charlie in some awe of his intellect. A fact which escaped Charlie's ear (once Charlie was interrupted by the message, "Indianapolis is calling" and answered impatiently, "I got no time now to talk to no damn Greek!") was that Spyros' English was nearly incomprehensible to most people.

It has been said of Spyros in those days, "Nobody could understand him, but everybody believed him," and it was this quality, perhaps telepathically conveyed, that saved the brothers from ruin in 1923. Confronted by an effort by Paramount, then the most important producing company, to compete the Skourases out of business, Spyros enlisted the help of Sam B. Jeffries, an old customer at the Planters. Jeffries organized a group of leading citizens, financed the brothers in the purchase of a First National franchise and helped create a situation which ultimately led to Paramount's complete capitulation. It became clear that the only way to cope with the Skourases was to merge with them. This was evident, too, to Miss Saroula Bruglia, Spyros' sweetheart since her days as a coed at Jones Commercial College. They were married to celebrate the Skouras coup.

By then the Skourases had become legendary. The key to their success in business negotiations, so it was told, was their interchangeability. A meeting with them might last all day and half the night. But after a few hours Spyros would disappear, leaving Charlie and George to carry on and return later looking much refreshed; then Charlie would leave with the same invigorating result; then George would go. Each would have had a steam bath, a rubdown and a nap, their opponents meantime sinking gradually into a stupor. Film salesmen approached them warily, knowing that somehow the brothers probably would maneuver them into taking less rental for their films than they asked. An associate remembers watching this happen to a man representing Harold Lloyd films, which were then selling at a very high premium. The salesman had settled on a figure with Spyros when Charlie walked in, and Spyros beamingly told him what a fine deal he had made. Charlie's face darkened and he clutched the table. "What!" he shouted. "Spyros, you are trying to bankrupt us!" It was a fine deal, Spyros insisted. An ear-shattering argument ensued. The brothers tore their ties off, ripped their shirts, pounded the table, kicked the furniture. A chair was broken. "It was utter chaos," the friend remembers. "The Harold Lloyd guy just sat there terrified." Finally Charlie shouted, "O.K. Mr. Skouras! I don't call you brother any more. Go back to Greece!" charged from the office and slammed the door, smashing the glass. Spyros turned to the salesman and gasped, "See? I did my best." Badly shaken, the salesman signed with him for a much lower figure. This scene was played with variations a number of times, always with good results.

Crash and bounce

THE Skourases had defeated Paramount's effort to gain captive exhibition outlets on their home grounds; now in the late '20s a similar but larger war developed, with Paramount again on the offensive. The Skourases moved into battle; a voting trust agreement with First National and its merger with the expanding Warner Brothers studios brought Spyros and George to New York and put the brothers into nationwide operations. Then came the stock market crash. The Skourases had risen fast; they fell even faster.

But inevitably they bounced. They picked up the old Fox chain in New York and soon had it making money. At the request of Winthrop Aldrich of the Chase National Bank they took over Wesco (now National Theaters), Fox's bankrupt West Coast and Middle West chain. In less than three years they put it on a paying basis, and Spyros turned to the problem of the Fox studio itself, which was making poor pictures and no money. What it needed, Spyros saw, was a good executive producer—someone with originality and drive; someone like Darryl Zanuck, who had made good pictures at Warner's and now had formed 20th Century Pictures with Joseph M. Schenck. Shortly 20th Century-Fox was born, with Sidney Kent as president, Schenck as chairman of the board, and Zanuck as vice-president in charge of production. Spyros got noth-

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**SPYROS' OFFICE** in New York includes globe and world map. A big question in CinemaScope's future is how soon the 60,000 foreign exhibitors will be able to adopt it. They contribute a crucial 40% of company's income.

### SPYROS SKOURAS CONTINUED

ing from his midwifery but the good will of those concerned but this turned out to be important.

In 1942 Kent died, and by general acclamation Spyros was elected president of the company. At the same time Wendell Willkie became chairman of the board, the chief reason being Aldrich's belief that a big, important company such as 20th Century-Fox needed an impressive spokesman, a role in which the patrician Aldrich could not imagine Spyros. Since then, it has been observed, Spyros has made more speeches than Willkie did in the course of his whole public career.

This, indeed, was the next great phase of Spyros' life. He became a public figure, even an international figure; not, however, because of his new position in the movies, but because for the first time he was stirred by something that seemed to him even more important than the movies. This was the plight of Greece under the Nazis and Fascists. After the Italian invasion the Greek War Relief Association, under Spyros' leadership, sent \$5 million in cash and \$7 million in food, clothing and medical supplies. Then the Germans attacked, Greece was completely occupied and the Allies imposed a blockade on the country. Wide starvation resulted. Spyros—backed up by Charlie, George and a large committee—worked indefatigably in Washington and London, and the statesmen proved no more able to withstand his tactics than had been the film salesmen and competing exhibitors in St. Louis. Spyros says reminiscently, "They get exhausted, they approve it."

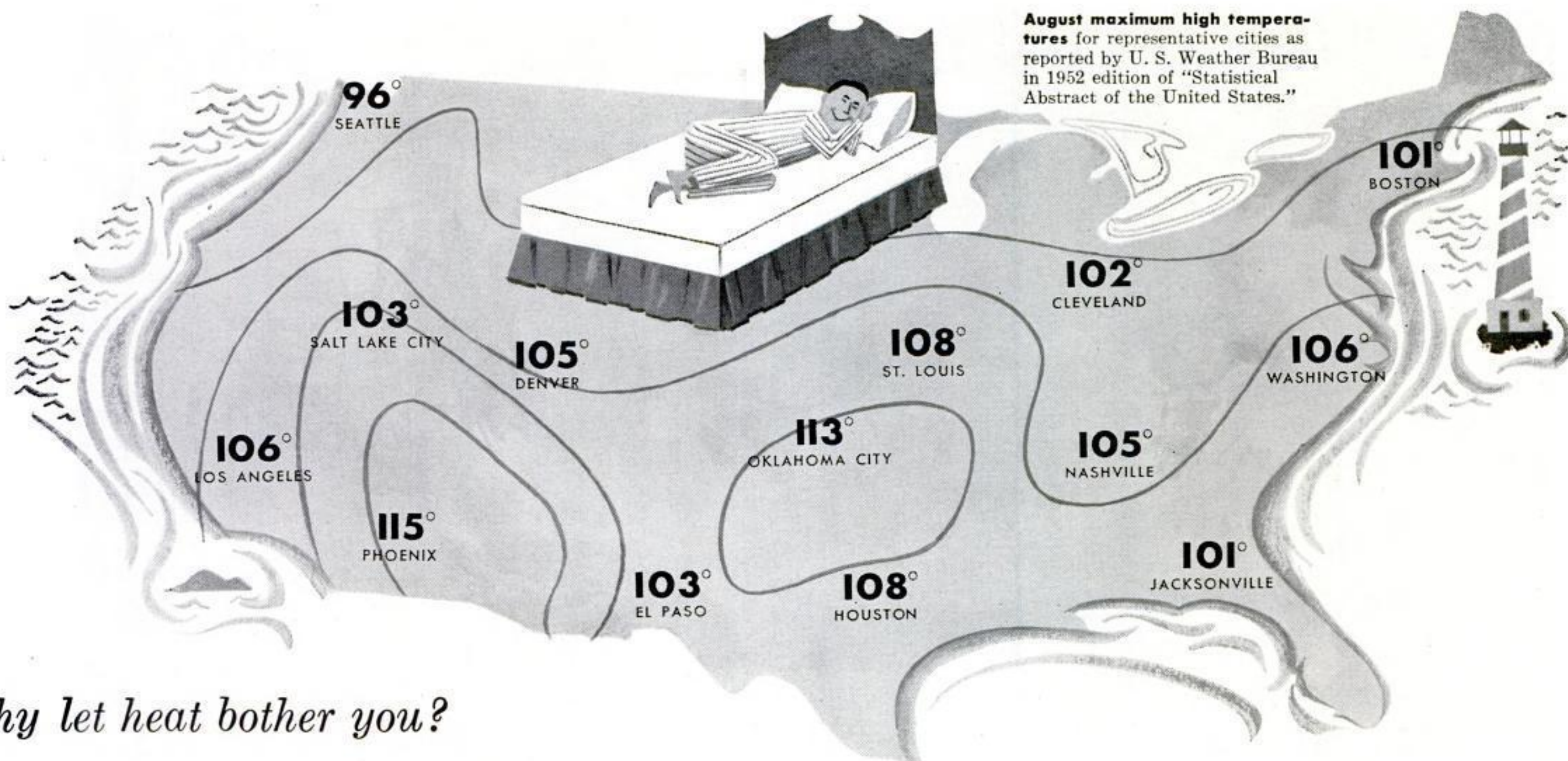
Spyros was careful at all times to have it understood that for him this was a matter of humane sentiment, not of divided loyalty. When at a luncheon in his honor in London, Brendan Bracken, the toastmaster, mentioned that there would be a joint toast to King George of England and King George of Greece, he objected vigorously. But why not, Bracken asked. "Because I am an American!" Spyros answered in indignation. Bracken pointed out that the Greek ambassador and the Greek patriarch would be there, and it would be only normal courtesy to toast the Greek king too. "Tell them I don't want it," said Spyros. When Bracken persisted, Spyros said, "Then goodbye Brendan," and walked out. Bracken pursued him to the street. The toast was omitted.

Thus in the first postwar years life seemed to hold all satisfactions. He had a big job with a big salary (\$250,000 a year—much too big according to Charles Green, New York financier who recently led a noisy proxy fight against the Skouras-Zanuck management but lost, 5 to 1), a big reputation both in the industry and in public life and a big house and a big family—Daphne, Spyros, Diana, Plato, and Dionysia. Then a cloud no bigger than a TV screen came floating over the horizon. By 1949-50 the cloud had grown until it cast a shadow over the whole movie industry. Spyros organized "showmanship" (or sowmanship) meetings all over the country. Out of these pep rallies came the slogan, MOVIES ARE BETTER THAN EVER! But no amount of Couéism could influence the trend of the box office, which was DOWN.

In 1951 Spyros heard of a Swiss invention which could project TV on a theater-size screen both in color and black and white. He let himself imagine whole Broadway shows such as *South Pacific* piped into movie theaters on closed-circuit TV as the

CONTINUED ON PAGE 92





Why let heat bother you?

Tonight, millions of families are sleeping on the cool, cool comfort of Pacific **Contours**®

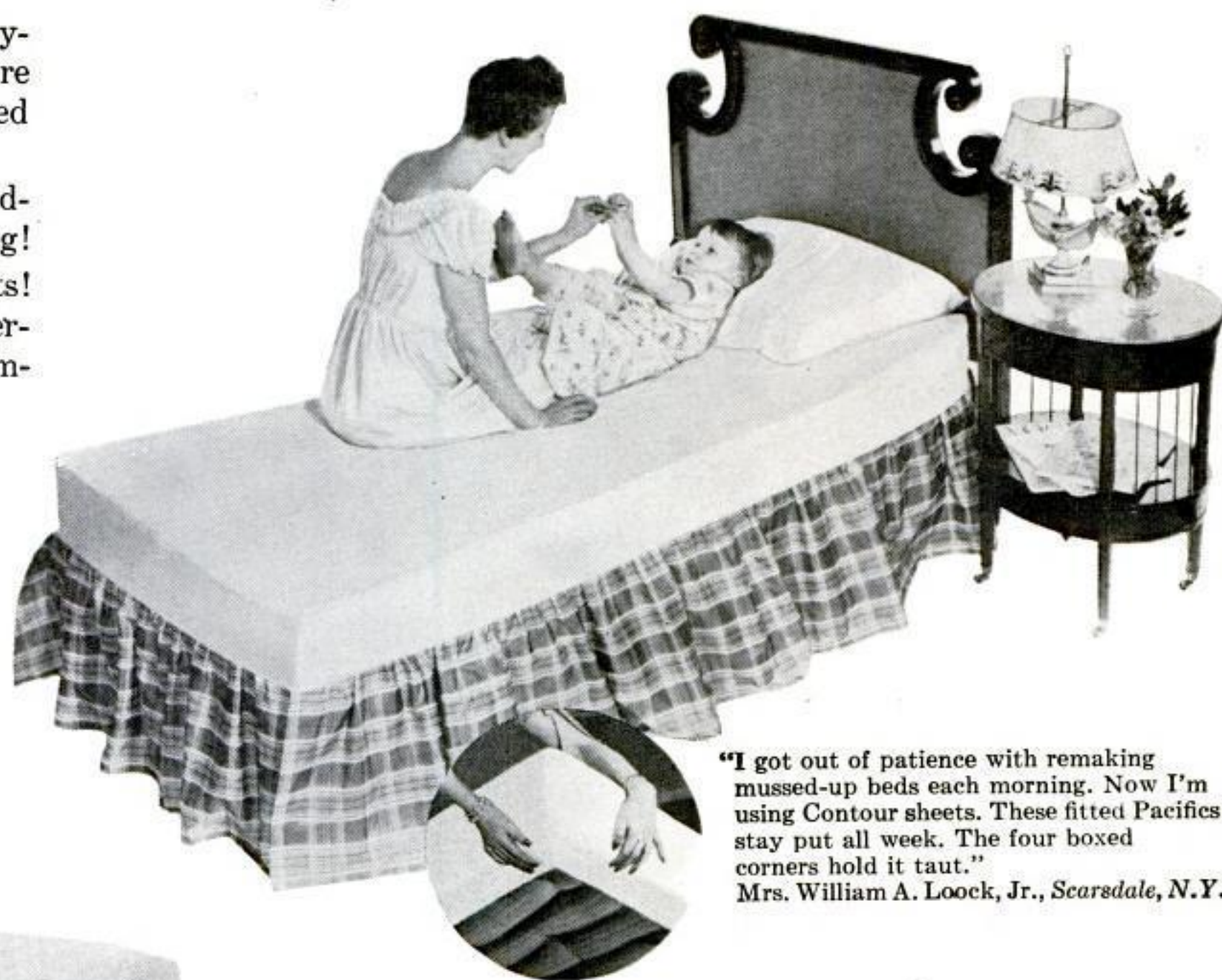
What can make you hotter than sleeping on wrinkled, topsyturvy sheets? This summer, more and more families say: "We're cool-conditioning our beds with Pacific Contours." These fitted wonders stay smooth *all night*.

Mornings seem 10 degrees cooler too—you breeze through bed-making with Contour Tops and Bottoms. No tucking, no bending!

Best yet . . . Pacifics cost no more than wrinkle-up sheets! Choose from a wide variety of colors and sizes in Combed Percale or Muslin. New sizes for  $\frac{3}{4}$  beds and  $4\frac{1}{2}$ " thick foam-rubber mattresses. Sanforized.®



"Stay-smooth Pacific Contours sure are the way to cooler sleep. I especially go for Pacific's Top sheet. That 'Kick-Fold' gives room for a man-size stretch! The two boxed corners at the foot never pull out."  
Charles Norton, Durham, N. C.



"I got out of patience with remaking mussed-up beds each morning. Now I'm using Contour sheets. These fitted Pacifics stay put all week. The four boxed corners hold it taut."  
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**PACIFIC**  
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**SHEETS**

—the way to faster bedmaking, neater, more comfortable beds

"Contour" is the registered trade mark for Pacific's fitted sheet.

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# BETTER THAN BEER?



**With an open bottle and an open mind  
you can answer that question tonight!**

At Carling's we brew both beer and ale—and each is mighty popular. But more and more people are telling us Carling's Red Cap Ale gives them more pleasure than any beer they ever tasted. They say it's light and dry as the smoothest beer, yet with

that extra flavor—that "heart" which only a fine ale can provide. They call it the "light-hearted" ale.

Tonight, why not try it yourself? See whether you are one of those who find Carling's Red Cap Ale tastes even better than beer!

**BETTER THAN BEER? TRY CARLING'S RED CAP ALE AND SEE!**

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**She Can Have  
It For Christmas  
IF *You* START  
PLANNING NOW!**

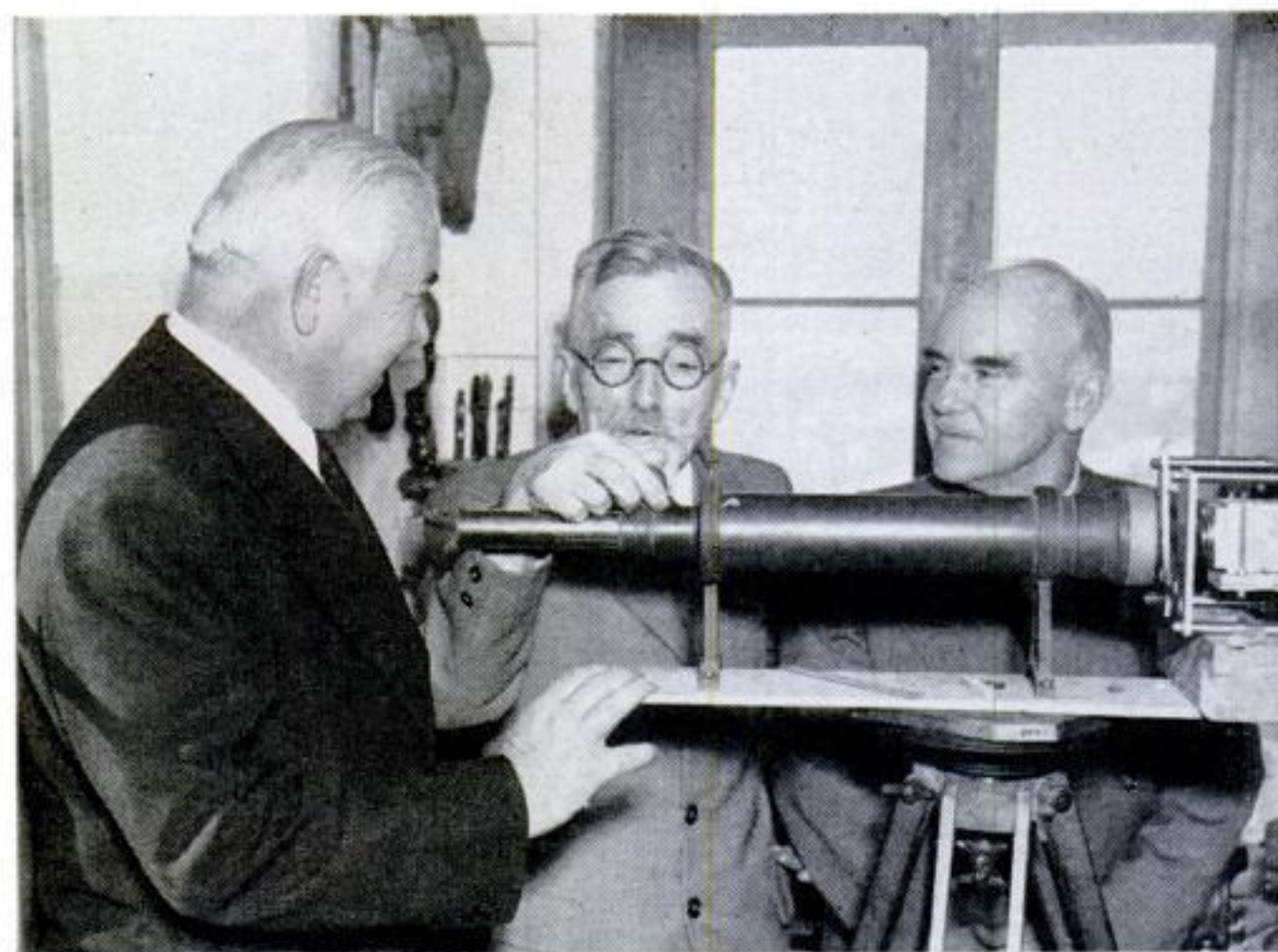
**Save!**

Here is your opportunity to make a substantial savings on the famous Welsh Doll "Boodle-Buggy". A leading department store in your city is featuring it on a deferred lay-away payment plan. Order NOW!

**Act Now! This Lay-Away Payment Plan  
Will Be Withdrawn On September 15.**

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Travel Bassinet,  
Doll Carriage and  
Cradle for dolly All  
In One.

**WORLD'S LARGEST MANUFACTURER  
OF FOLDING BABY CARRIAGES WELSH CO. St. Louis 4, Mo.**



**CINEMASCOPE'S INVENTOR**, Henri Chretien, shows Spyros and Research Director Earl Sponable lens-testing equipment in his Paris laboratory.

## SPYROS SKOURAS CONTINUED

second half of a double bill, the first half being a high-class, 20th Century-Fox-type movie. He and Earl Sponable, head of his research department, took off for the Polytechnic Institute of Zurich, and finding this "Eidophor" system as good as they had heard secured international rights to it. It was put in the hands of General Electric to perfect, and Spyros sat back with nervous impatience to wait for the new marvel to be ready for use.

Until last December, in fact, Eidophor was Spyros' answer to TV. Then, flying back from a trip to the Far East, he dined one night in Zurich with Sponable, a small, soft-spoken scientist as mild as Spyros is expansive. Sponable was talking about various technical matters, and Spyros who was very tired gave signs of going into one of his somnambulistic states. Sponable said something about an anamorphoscopic lens. Spyros' difficulties with English had given him a chronic interest in Greek derivatives, and "anamorphoscopic" sounded like Greek to him. (It was; from *anamorphoun*—to form anew.) Sponable explained that it was an optical device that had been invented about 1925 by a Professor Chretien, a member of the Paris Optical Institute. What it was, he went on to say, was simply a camera lens which compressed a picture image horizontally by 50%, and a compensating lens on the projector which stretched it out again on the screen. In other words, in shooting a movie, you could take in 50% more width and thus get quite an interesting panoramic effect.

## Spyros' wonderful dreams

**S**PYROS' eyes snapped open. A few years earlier he had seen a demonstration of Cinorama, a wide-screen process developed by a camera technician named Fred Waller, and had wanted to buy it for 20th Century-Fox. But Sponable and others had talked him out of it on the grounds that it wasn't practical for a major studio; for the process required three cameras shooting from three angles and three projection booths in a theater to throw the lapping images on a huge, deeply curving screen. To Spyros the anamorphoscope sounded like a widely practicable version of the same thing. He pressed Sponable who said, yes, it achieved somewhat the same effect and needed only one ordinary camera and an ordinary projection booth, fitted with the special lenses, plus of course a wide screen and desirably some special sound equipment like Cinorama's to tie the sound to the source of the action on the screen.

"In bed that night I don't sleep," Spyros remembers. "Then I do, an' I dream. I am dreamin' of Egypt, of lions outside of the street, of Bens Hur an' the Quin of Seba, of Betsy Grabble in colors, everything on a big screen. Oh, I had wonderful dreams!" The next day—Spyros has related—Sponable remembered to say that the J. Arthur Rank organization already had taken an option on the process. Spyros nearly collapsed. However, Sponable went on, the option had only another two days to run. Spyros revived—perhaps Rank would pass it up. He and Sponable went to Paris and waited. Then the word came: Rank had let the option lapse. Sponable suggested that it would be good tactics to delay a while before seeing Professor Chretien, for if they seemed too eager he might want a

CONTINUED ON PAGE 94





"Shocking case . . . she strangled him washday by washday with shrinking shirts!"



"Rained cats and dogs, dear. Thank heaven for my 'Sanforized' duds!"



"Now will you believe me, Mister Trust-Nobody?"



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No trouble at all making up a delicious last-minute meal when you use these succulent slices of U. S. Gov't. Inspected Pork. It's been flavor-roasted like you'd do it, with plenty of bubbling rich gravy! Ready to heat and serve "as is"—or for preparing dozens of tasty, quick and easy meat meals. Keep several cans on hand. Ask your grocer for Krey Sliced Pork or Sliced Beef today!

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## SKOURAS CONTINUED

high price. "Listen!" Spyros roared. "We don't wait!" They saw the professor, got their own option, had test scenes made, and Spyros knew that he had struck gold. The next day a Warner Brothers' representative arrived at Chretien's office. But he was too late—the anamorphoscopic future belonged to Spyros.

By mid-March there was enough footage from *The Robe* and *How to Marry a Millionaire* to have a demonstration for the industry. Spyros announced that CinemaScope lenses would be made available to the whole industry as soon as they could be manufactured. The rub was there were only three in existence and there could be no real supply for months. Partly for that reason, partly for reasons of studio prestige and disagreements about technical factors, all the other studios except M-G-M held back and began feverishly to develop their own "wide-screen" techniques. One after another announced the discovery of its own uniquely valuable "system," most of which, however, involved nothing more than the use of the old-fashioned wide-angle lens.

The "aspect ratio"—width relative to height—of CinemaScope is 2.55 to 1, almost double the width of today's standard screen. Other companies are shooting in ratios ranging from 1.66 to 1 to 2 to 1 and meantime attempting to give their inventories—\$330 million worth of already completed pictures—a "wide-screen" effect by projecting them big on screens somewhat wider than standard, and masking-off the top and bottom of the picture. The result, it has been said, is "fine for bald-headed actors" but otherwise unexceptional. Spyros is sublimely sure that once the inventories are liquidated and after the public has had a chance to see CinemaScope, popular demand will force the studios to adopt the 2.55 to 1 ratio—as Walt Disney has recently done and Columbia soon will do. Already he has orders for equipment from nearly 4,000 principal theaters, among them 200 of the National chain where Charlie still presides as president. (George, now president of United Artists Theaters, is involved with Joe Schenck and Michael Todd in a super-wide-screen venture called Magna, a competitor of Cinemascope.) Spyros and his executives expect that between 900 and 1,000 leading theaters will be equipped by the end of this year and hope that installations will go on at the rate of 500 to 600 a month thereafter until the whole exhibition industry has made the changeover.

"The dice is cast," Spyros has said. "We have landed in Normandy." And it may well be that he will lead the mercenary forces of Hollywood to a famous victory. Or maybe not. Calculating from a basis of old-fashioned, unimproved critical standards, it can be deduced that the boredom of a bad movie shown on wide-screen would increase roughly as the cube of the aspect ratio. CinemaScope's future can perhaps be summed up best in advice George S. Kaufman once gave Abe Burrows about another entertainment medium. Burrows had the idea of writing a scene on a treadmill into one of his shows and, remembering that Kaufman had used a treadmill in one of his shows, called him up to ask whether treadmills were any good. "Well," Kaufman replied, "it depends what you say on them."



SPYROS, CHARLIE, GEORGE (left to right) convened in Los Angeles last year for dedication of new Greek Orthodox church built by their gifts.

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'ROUND THE WORLD

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Champagne

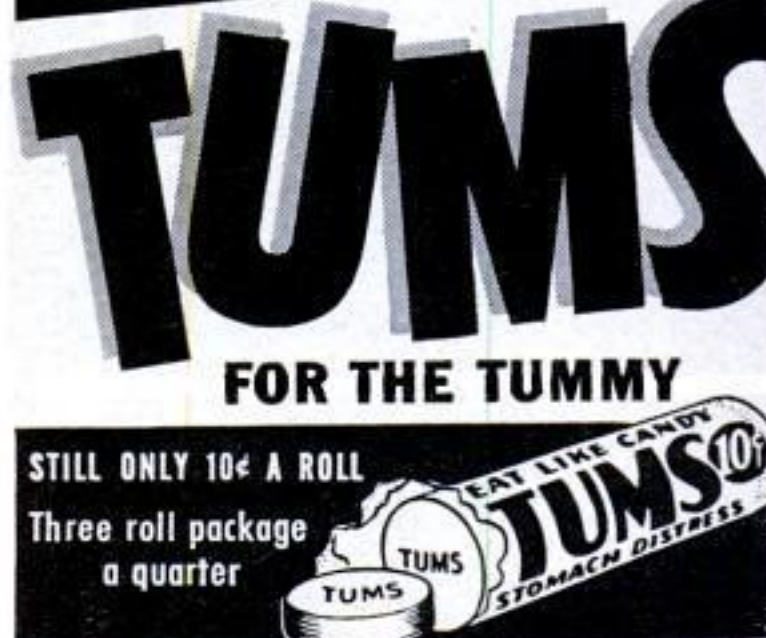


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toast for over 100 years,  
...Dry...Extra dry...Brut

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UPSET YOUR STOMACH?  
End Acid Indigestion, Heartburn Fast  
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Nirc says—  
Send Your RUGS to a  
Professional  
RUG CLEANER  
NATIONAL INSTITUTE OF RUG CLEANING INC.  
SILVER SPRING, MARYLAND





## LIFE's Greatest Role

I HAVE a particularly vivid memory of an issue of LIFE that appeared about four years ago. It had fine color pictures of springtime on the Mississippi River and a provocative essay on high-brows, low-brows and middle-brows, but what impressed me most were two pages of pictures titled: "One-Man Literacy Crusade."

These showed Dr. Frank Charles Laubach, the missionary, teaching illiterate Africans to read and write by his "each one teach one" phonetic system. It was explained that he has taught about 60 million people to read and write with his picture primers and is "without doubt the world's greatest mass educator."

What LIFE showed about Dr. Laubach impressed me so much that when time came for the Salvation Army Association, of which I am president, to give its 1952 award for humanitarian and spiritual endeavor, I proposed Dr. Laubach. We brought him home from India to receive the reward.

There are lots of things I like about LIFE. As head of Bonwit Teller and our associated stores, I know that LIFE's fashion department is good. It has no ax to grind, is entirely unswayed by advertising, and is productive of a lot of good ideas. I enjoy LIFE's coverage of movies and the theater, fields in which I became much interested as chairman of U.S.O. Camp Shows, Inc., during the war.

But LIFE's greatest role, I think, like that of Dr. Laubach, is as a mass educator. The magazine is a great force for culture and education, especially education through pictures on subjects like the atom, the cells, electronics and all the sciences involved in the new series, "The World We Live In."

It seems to me that LIFE makes palatable, enjoyable and understandable the kind of education that most people are really interested in, but usually avoid because it is so dull and unattractive in textbooks.

By **WALTER HOVING**,  
Merchant and Civic Leader







**SKIPPING STONES** along the water, Kennedy shows manly skill in Atlantic surf on private beach at family's summer home in Hyannis Port, on Cape Cod.



**GAME FOR GIRLS** finds two Kennedy sisters Jean (left) and Eunice (right) questioning Jackie, "How did he propose?"

## *Life Goes Courting with a U.S. Senator*

### **JOHN KENNEDY AND HIS FIANCEE ENJOY AN OUTING ON CAPE COD**

The handsomest young member of the U.S. Senate was acting last week like any young man in love. To the family home on Cape Cod, John F. Kennedy brought his fiancée for a weekend of fun. Strictly speaking—according to Webster at least—the courtship of former Ambassador Joseph P. Kennedy's son and Jacqueline Bouvier terminated with the announcement of their engagement. But the courtship between the 36-year-old Massachusetts senator and his 23-year-old fiancée goes on. Jackie, an inquiring photographer for a Washington newspaper, occasionally ran into Kennedy, whom she had met before socially, on her question-asking excursions to Capitol Hill. Now she admits she is less inquisitive—"We hardly ever talk politics."



**RUNNING WITH FOOTBALL**, Jackie attempts end run in game of touch football with John, his sister (above) and other athletic members of Kennedy family.



**SWINGING AT SOFTBALL**, as John reaches out to catch the toss, Jackie displays unorthodox but vigorous batter's style on broad, well-kept lawn of estate.





**BETWEEN GAMES** Jackie takes it easy on the veranda of the Kennedy home. Daughter of a New York financier, Jackie studied at Vassar, George Washington

University and the Sorbonne in Paris. Her last assignment for her newspaper, the Washington *Times-Herald*, was the coronation last month of Queen Elizabeth II.



# "Why can't we appear on the Martin & Lewis Show?"

(STARS OR LOOK-ALIKES?)  
SEE ANSWER BELOW



Spark plugs also look alike  
but **AUTO-LITE** gives  
**SMOOTHER PERFORMANCE**  
**...QUICK STARTS**

YOU WOULDN'T expect "look-alikes" to give you a rib-tickling Martin and Lewis performance. The same thing is true when you want to duplicate the outstanding performance of the famous Auto-Lite Spark Plugs, now original equipment on many leading makes of cars. For "look-alike" spark plugs which are not designed for your car's engine may cause loss of power, waste gas dollars. So when worn-out spark plugs need replacing, install Resistor or Standard type Auto-Lite Spark Plugs, "ignition engineered" for smoother performance and quick starts.

If you thought the men shown above were Martin and Lewis, you were wrong. They are Jim Ferris of Anaheim, Calif., at left and Joby Baker of Hollywood, Calif. But when you ask your dealer for Auto-Lite Spark Plugs—world-famous for quality and performance, "YOU'RE ALWAYS RIGHT WITH AUTO-LITE."



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Auto-Lite Spark Plugs — Patented U.S.A.

SEE MARTIN & LEWIS  
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Tune in "SUSPENSE!"... CBS Television Tuesdays

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## SPARK PLUGS

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*Life Goes Courting* CONTINUED



INSPECTING THE FAMILY; Jackie examines photographs of Kennedys and of royalty, taken when future father-in-law was U.S. envoy to England.

BACK TO THE RAMBLING HOUSE WALK SENATOR AND HIS BRIDE-TO-BE

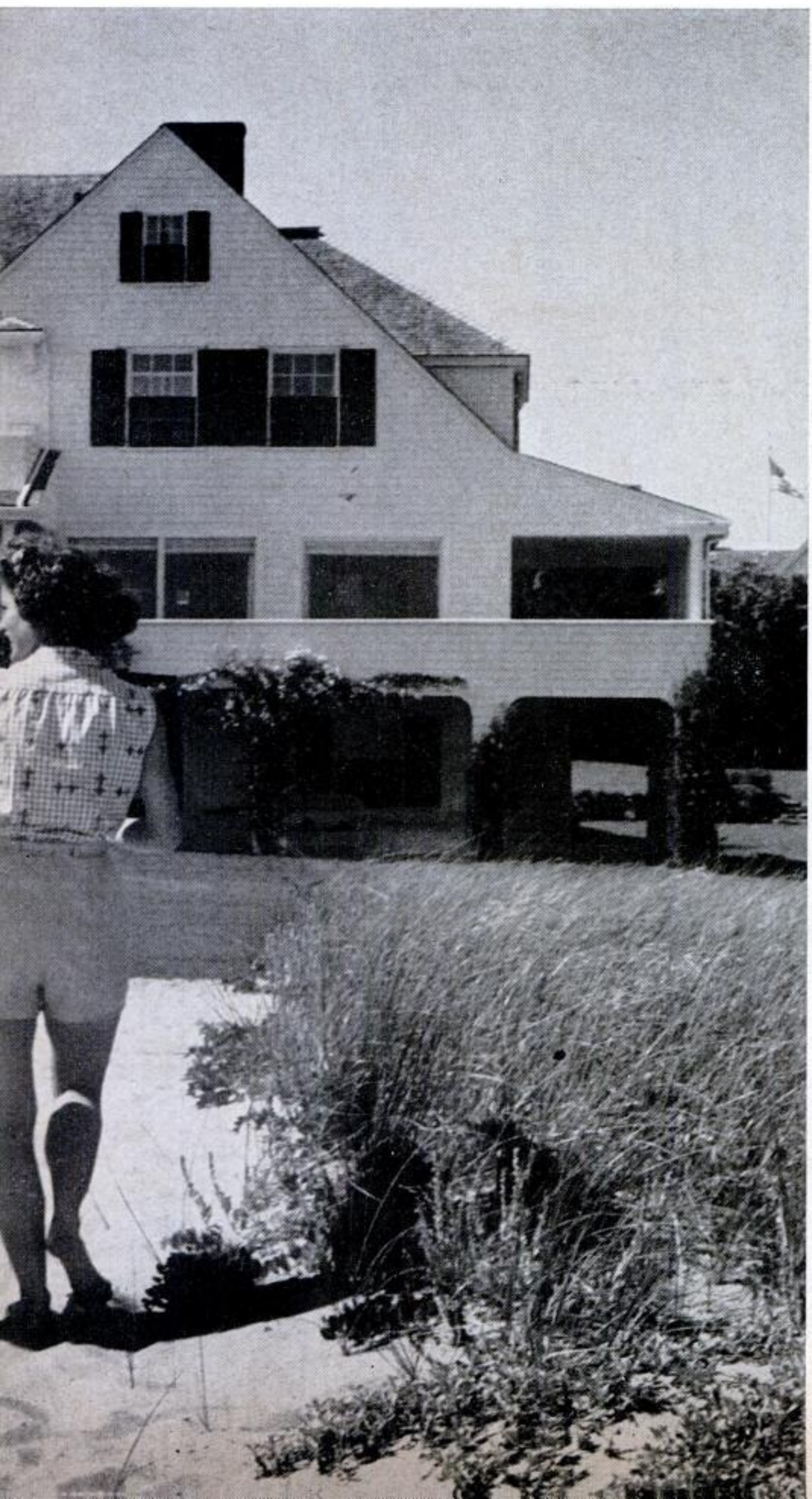






**MUSSING THE SENATOR**, Jackie tousles his hair, his political trademark. At times Kennedy broke away from fun to get senatorial work done.

**AFTER AN AFTERNOON COMBING OCEAN-FRONT BEACH FOR DRIFTWOOD**



**"Ride  
Trigger... Me?"**  
That's Roy Rogers' Horse!"

(STAR OR LOOK-ALIKE?  
SEE ANSWER BELOW)

Automotive parts may look alike,  
but for your Auto-Lite equipped car  
*insist on Auto-Lite  
Original Service Parts!*

**A** LOOK-ALIKE may fool you in appearance . . . but it takes a real star to give star performance. "Look-alike" parts often masquerade . . . duplicate the appearance of original service parts. But because the electrical system is the life line of your car, don't take chances.

When your electrical system needs service, play it safe. Go to the dealer who sells your make of car or the man who displays one of these Auto-Lite signs. When parts are needed—generator brushes, ignition points, coil, or any other unit in the electrical system—use Auto-Lite Original Service Parts. These parts meet all specifications and tests set up for your protection by the engineers who built your car. They are designed by the men who make the complete Auto-Lite electrical systems specified on many leading makes of

cars, trucks, tractors, planes and boats.

Look-alike Ken Marvin of New York City may have fooled you, but he would be the first to say he couldn't put Trigger through his paces to thrill an audience. And don't depend on a look-alike in your electrical system. You want "like new" performance, so replace with "like new" parts—Auto-Lite Original Service Parts. Remember, "You're ALWAYS RIGHT WITH AUTO-LITE."

**LOOK FOR THESE SIGNS**

You can be sure your Auto-Lite-equipped car is serviced with Auto-Lite Original Service Parts when you stop at one of these signs. For Auto-Lite Authorized Service see your Classified Telephone Directory or phone Western Union and ask for "Operator 25".



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over NBC Radio and See him every  
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## A MATTER OF FORM

Horseshoe pitching, which originated more than 2,000 years ago, is regularly played by three million Americans. Their form may vary considerably, but they all share the same serious approach to the sport. Danny Gillis, a young man of Michigan, is not a regular player. He just stumbled

on some horseshoes in a park and decided to try a toss. Though experts could question his form, they would all approve the tight-lipped determination with which the 3½-year-old youngster pitched his shoe (*above*) seconds before sending Photographer C. E. Westveer scurrying for safety.



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*No harsh bitterness . . .  
Just the kiss of the hops*

This dry and mellow beer . . . this beer of  
*matchless flavor* . . . is the world's largest seller.

Year after year more bottles and cans of  
Schlitz are bought—*millions more*—than of any  
other beer. This popularity is the result of the  
most conclusive taste test in beer history.



Schlitz is available in quart bottles, 12-oz. bottles and cans, and the 7-oz. bottle. Also in 24-Pak and handy 6-Pak cartons of cans and "one-way" bottles that require no deposit.



ON TV EVERY WEEK—The popular  
"SCHLITZ PLAYHOUSE OF STARS." See  
your newspaper for time and station.

*First in Sales*

## The Beer that Made Milwaukee Famous

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You'll see this custom so often . . .  
when the workday's over, friends gather 'round for a visit  
over a frosty bottle of Coke.  
Here's the traditional refreshment of all America  
. . . pure as sunlight  
. . . with a matchless flavor everyone enjoys.  
Have a Coke.